

innocently  
pretty...



LADY IN A DILEMMA

*Contacts*  
MAY 1946





Did you know that there are nine of us from Eaton's delivery squad taking part in the big show? We're Churchill, Admiral, King, Duchess, Cordite, Sailor, Soong Chiang, Mayling Chiang and Waac.

Each of us is out to bring fresh honours to our stables and to the Company which is so good to us.

Here's hoping you'll come along and cheer for us! You'll enjoy every minute of the show—three nights of solid entertainment—packed with thrills (some spills) and exciting moments!

(Signed) Your fellow Eatonians: Churchill, Admiral, King, Duchess, Cordite, Sailor, Soong Chiang, Mayling Chiang and Waac.



# CONTACTS



# MAY

## The Great Outdoors is Calling!

May, the fifth month, is said to be derived from Maia, mother of Mercury.

Here in the west the merry month of May marks the beginning of our glorious, if somewhat brief, outdoor season. And for many it brings those priceless weeks of annual vacation.

May also brings us five free Wednesday afternoons, plus the annual Victoria Day holiday on the 24th.

Let's add to this May's increasingly longer hours of daylight and our most accommodating hours of closing in store and mail order. Then what have we? A grand opportunity to get out and **"Get under the sun!"**

Perhaps you prefer to just laze and loaf while soaking up sunshine, but,

### IF YOU'RE SPORTS-MINDED

—take your pick. Here is a group of organized Eaton clubs that will welcome you!

**Golf**—Women's, sec'y, Miss Edith Bower, sales office.  
Men's, sec'y, Mr. Harry Craik, sales office.

**Riding**—Women's, sec'y, Miss P. McCartney, sales office.  
Men's, sec'y, Mr. "Bud" Davidson, general audit.

**Softball-Hardball**—Sec'y, Miss D. Smith, M.O. operating.

**Cricket**—Secretary, Mr. C. Turner, 122 department.

**Fishing**—Eaton Angling Club, Mr. Finlay Tease.





## Proudly We Present Two More Members of Our GALLERY OF GALLANTRY

### Staff Sergeant Ralph Sword, R.C.O.C.

Attached to the first Canadian Army overseas, Staff Sergeant Sword was awarded General Montgomery's "Commander-in-Chief's Certificate" for devotion to duty. He was engaged in statistical work during his long spell of service. Now returned to civilian life, Mr. Sword has resumed his duties with the budget plan office.

\* \* \*

### Flight Sergeant Edward Brigden, R.C.A.F.

While his citation has not yet been received, it was his devotion to duty and the fine job of work done by this young flight sergeant while in charge of the Air Force office at Patricia Bay that won him a M.I.D. award, or "Mentioned in Despatches." Mr. Brigden is on the carpet department staff.



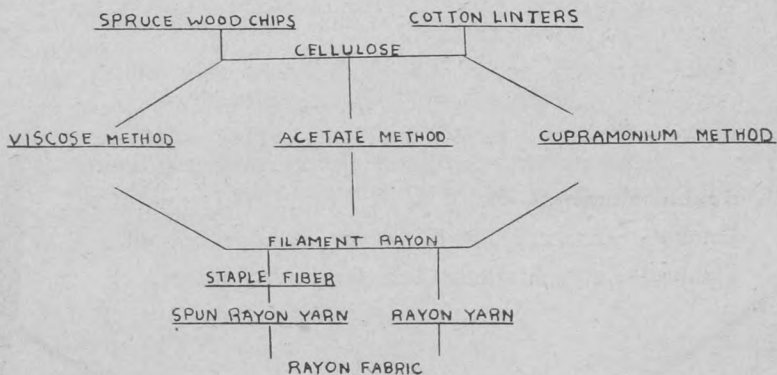
## "Knowledge Is Power"—But No Burden To Carry Around— As This Young Ex-Serviceman Discovered!

### IT TOOK INITIATIVE!

Along in January one of our boys, recently back from the services, heard that the educational office was planning to give a course on fabrics and decided that it would be to his advantage to take it. First, he went to his manager to find out if he could have the time, provided there was room for him in one of the groups. Obtaining permission, he next interviewed the education department. His name was taken and later he was advised that there was a place for him.

At the end of the course, this young man completed the quiz, arranged and mounted his samples, outlines, notes, etc., and handed in his notebook. While marks are not everything, he received 99.

There is a further evidence that this ex-serviceman is thinking and using opportunities as he finds them. This is seen in the list of books and reading material he has borrowed from the employees' library and faithfully used. How do we know that he read them carefully? This same note book referred to above, contains notes taken and diagrams worked out to help him secure a clearer idea of some of the information (see diagram for rayon below).



No doubt this young man realizes a course on fabrics, like any other course, is not an end in itself. Rather he thinks of it as a foundation which will only become really useful as he relates it to his own merchandise. As he builds on it by further study, this too, will take initiative on his part. The future will show what comes of it. "Knowledge is power," but no burden to carry around!



## Mr. W. E. Curry Talks to Assistants



Mr. W. E. Curry

Development of the western catalogue, its mailing list and distribution, was the subject of an address ably handled by Mr. W. E. Curry, before a largely attended meeting of the assistants' association in the grill room, Friday evening, April 12th.

President Howard Keys was in the chair. Mr. Keys welcomed a number of assistants recently back from the services. The customary quizz,' with its long list of brain twisters, was run off by Vice-President Harry Craik.

**The Western Catalogue.** Using maps to illustrate his address, Mr. Curry traced the catalogue's mailing list from its inception. Forty years ago, said the speaker, the catalogue served a population of about 600,000. Today there are about 2½ millions of farming people between the boundaries of Ontario and the Pacific ocean.

**The First Western Catalogue** was printed in Toronto, said Mr. Curry. Incidentally he brought a copy of this historic volume to the meeting (to the delight of many who later perused it, from organs for the parlour, to high-laced boots and corset covers for the ladies). Early difficulties and limitations of the mailing list system were outlined, step by step, to the final introduction of the stencil machine with all its advantages. Today some three or four thousand catalogue wrappers per hour can be run off and the entire quantity in ten days, where formerly months were required to complete this all-important job.

The speaker explained how duplications in names on the mailing list were ascertained and eliminated. Determining who was head of the house sometimes brought amusing and contradictory letters from a home.

**Four to Five Tons of Paper** is required for wrappers of each catalogue, said Mr. Curry.

**Zoning the Catalogues** to 900 centres from which they were re-mailed to the various post offices, achieved a big saving in postage.

**Order Offices** were also discussed. Catalogues sent to these points were called for by residents of each district and a saving thus achieved by both the customers and the Company. More important, through the order office staffs, Eaton customers came to know the Company better.

In closing, Mr. Curry urged the assistants to give all information possible, whenever required, for the mailing list. This would be of great assistance in writing the customer a helpful and comprehensive letter.

\* \* \*

Two well-selected movies run off by Mr. Jim Ingram, young men's section, board of trade, ended a most interesting and educational evening.

### Recent Appointments

#### Winnipeg

Department W22—Notions; Department W24—Fancy goods and wools: MR. J. W. BUDD, first assistant.

#### Calgary

Department C236—Wash goods, silks, woollens, staples, linens, patterns: MR. K. HOWARD, head of department.

#### Regina

Department R253—Toys, wheel goods, hardware, sporting goods, farm implements, stoves; Department R263—Tires and tubes; Department R1065—Garage: MR. R. J. HEGAN, head of department.

Department R267—Draperies, pictures, paints, wallpaper, electrical appliances: MR. J. CLARKE, first assistant.

#### Lethbridge

Department L236—Wash goods, silks, woollens, patterns, staples, linens: MR. K. C. WEISS, head of department.

**Lethbridge Merchandise Office**—MR. T. SKIDMORE, assistant.

#### Brandon

Department B221—Optical: MR. E. W. STEPHENSON, head of department.

#### Edmonton

Department E228—Men's and boys' furnishings, hats, caps and furs: MR. S. J. PICKFORD, first assistant; MR. T. C. MCGOWAN, signature.

Department E229—Men's and boys' clothing: MR. S. J. PICKFORD, first assistant; MR. W. LEIFKE, signature.

#### Saskatoon

Department S237—Men's, women's, children's shoes and rubbers: MR. J. P. MUNROE, first assistant.

Department S267—Draperies, curtains, pictures, paints, wallpaper, electrical lamps and appliances: MR. D. BEAZELY, assistant.

#### Order Offices

**Vernon, B. C.**—MISS M. J. MCINTYRE, in charge.  
**Drumheller, Alta.**—MISS M. RAWLUSYK, in charge.

#### Melville

Heavy Goods depot (department 260) and mail order office: MR. E. R. RHEAULT, in charge.

**Three Cheers and a Tiger  
For Our Victorious Monarchs!  
Junior Hockey Champions  
of Canada**



## CURTAIN CALL! (No 1)

### The May Spotlight Shines Upon Bessie Linton and Her Good Works!

Hundreds of Britain's ill-nourished little children have Bessie and her co-workers in the cafeteria to thank for a supply of rich, invigorating milk! Canadian boys crippled in battle may likewise sing their praises; crippled children, too, and our sightless friends! Throughout the war Bessie (who is in charge of the fifth floor cafeteria) has shone by her constant efforts to help those who have been victims of war and circumstance.

Bessie originated the idea of a weekly drop-in-the-bucket (money, in other words) with the cafeteria staff contributing. The money thus collected is sent to various organizations. **Recent subscriptions are as follows: Kinsmen Milk-for-Britain Fund, \$600; Shriners' Hospital for Crippled Children, \$50; and two wheel chairs to the Deer Lodge Hospital. Now the amount of \$100 has been sent to the Lions' Club for building a new Home for the Blind of Winnipeg, which is badly needed.**

In a letter to Miss Linton acknowledging the contribution, an official of the Lions' Club says in part: "This is indeed a generous gift and on behalf of the Lions' Club I would like to express to each and everyone who has contributed our sincere thanks for your support to this worthy cause."

\* \* \*

**Deeds of kindness, such as these, add more pearls to the collection of our public-spirited Eatonians and lustre to our Company's name!**

An so a cheer for Bessie Linton, who has been the mainspring in this work, also those who have helped so loyally with their contributions.

Bessie doesn't feel that she has done a fine job of work outside the line of duty. This quiet-spoken Scotswoman feels that she has just done her duty, period. No wonder that cafeteria Eatonians say: "We all think the world of Bessie!"

**NOTE—Under the heading of "Curtain Call" each month Contacts will feature, in this space, an Eatonian who has done some outstanding act beyond the line of duty.**

### "O.K. WITH CORRECTIONS"

I dread to take a picture to the man  
who wants to change things;  
Who says, "That's fine, just what I  
want, but let us rearrange things.

Let's move that building over, and  
give the man a cane,  
And add an umbrella just in case  
it starts to rain.

And change the girl's expression to  
one of glad surprise.

If it ain't too darn much trouble,  
change the color of her eyes.

Don't clutter up the picture with  
meaningless detail,  
But get a dock in somewhere with  
a boat about to sail.

I suggest a troop of soldiers and a  
fat man with the gout,  
Also a railroad station with a train  
just pulling out.

The man is running for the train  
and fears he may be late;  
So have him looking at his watch  
with hands at half past eight.

Don't let the thing get crowded, we  
must have room for copy,  
But give the girl galoshes because  
the weather's sloppy.

And make the oak a maple. And  
make the horse a cow.  
And make the hen a rooster, and  
make that rake a plow.

With these few minor changes  
everything's O. K.  
We're much behind our deadline,  
please finish it today."

—From the "Reporter." Sent to Contacts  
by Mr. Bill Palk, 139,





## Prince Albert Staff Honour Mr. and Mrs. E. M. Saville

G. F. Schurer reporting:

Prince Albert was mighty sorry to lose its store manager, Mr. E. M. Saville, who has been transferred to Moose Jaw, succeeding Mr. C. H. Broley as manager of the store. In honouring a leader and a friend, the staff, represented by an active committee, organized a dance and party on March 14th, in Prince Albert's new Arcade.

The entire staff, with friends, numbering close to two hundred, gave Mr. and Mrs. Saville a true Eatonian send-off. The staff was quick to corner the popular **Mr. Jim Quinn** (Eaton Life Assurance, Winnipeg) as M. C. He did a yeoman's job and his services were greatly appreciated. The music was excellent, the floor show really good and the lunch just hit the spot.

Miss Ivy Woodley, head cashier, presented a bouquet to Mrs. Saville and to Mr. Saville, two handsome pieces of luggage, on behalf of the staff. In accepting the gift, Mr. Saville thanked the staff for its loyalty and co-operation through the difficult war years. Mr. Saville then introduced Mr. G. D. Nelson, of the Saskatoon store, who is his successor as manager of the Prince Albert store. Mr. Nelson received a spirited welcome from the gathering.

Mr. and Mrs. Saville leave Prince Albert with the very best wishes of the staff and hearty congratulations, too. May health, happiness and prosperity be with them in the years that lie ahead—Prince Albert's loss is Moose Jaw's gain—but we feel that a very special corner will be retained by Mr. and Mrs. Saville for "P.A."

Mr. Saville took over his new duties in Moose Jaw on March 21st. Mrs. Saville, with son Frank and little Anne will join him later in the spring. And now it's "Welcome" Mr. G. D. Nelson.



Top left—Maestro Jimmy Quinn (Winnipeg) M.C.'s with his usual éclat.



Top right—Mr. and Mrs. Saville express their appreciation.



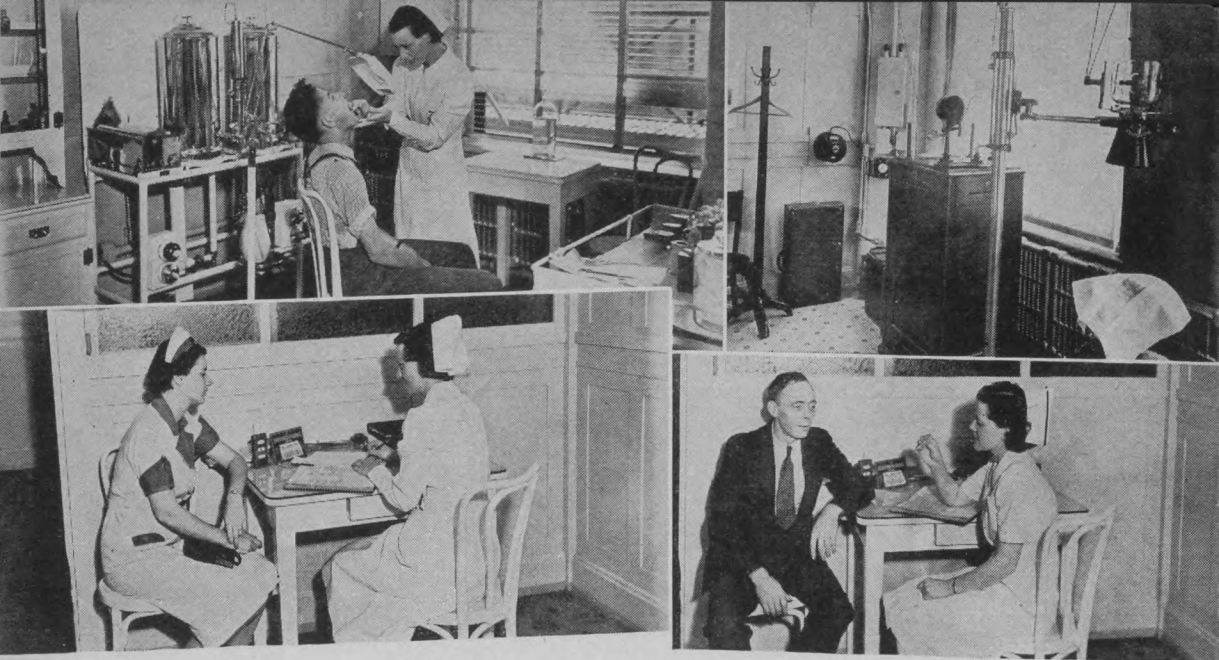
Lower centre—Mr. Saville (with arm outstretched) joins in the singing.

## Congratulations, Old Timers!

Thirty Years With Eaton's Were Rolled Up By Each of the Following Employees During April



Miss Mary Johnston, W244.....	April 3rd, 1916
Mr. William S. Page, W55.....	April 3rd, 1916
Mr. Harry A. Gullivan, 151.....	April 10th, 1916
Miss Amy Uglow, Edm. G. O.....	April 12th, 1916
Miss Mary Wylie, W1.....	April 12th, 1916
Miss Solange Lancelin, 116.....	April 13th, 1916
Mr. Arthur E. Hutton, W252.....	April 17th, 1916
Mr. Alexander Luke, Calgary.....	April 18th, 1916
Miss Mary H. Murray, W12.....	April 19th, 1916
Mr. William R. Martin, 129.....	April 22nd, 1916
Mr. Robert Sim, 1037.....	April 24th, 1916
Mr. Sam Kane, W32.....	April 24th, 1916



Top left—"Open wide and say 'Ah!'" Top right—A corner of the dental clinic.  
Lower left—The consultation. Lower right—A temperature reading.

## "An Ounce of Prevention..."

**Our Emergency Hospitals of Store and Mail Order Minister To  
Over 2,000 Eatonians Monthly!**

We've come a long way since those Spartan days when, at the first streak of dawn, Timothy Eaton crept from his apprentice's bed beneath the counter, to take off the shutters of his master's shop, not to put them up again until long after dark!

Years later the memory of those unenlightened times deepened the founder's determination to make his boyhood dream come true. He would build a great store equipped with every modern improvement for the convenience of his customers; every modern comfort for the welfare of his employees—even to an emergency hospital.

\* \* \*

Winnipeg store's emergency hospital will be 36 years old in November. The mail order's hospital is, of course, considerably younger.

Our first hospital was a modest beginning on the fourth floor consisting of one bed and some first aid equipment. Today our hospitals compare favourably with the emergency section of many a city hospital. Surgical equipment of the most modern type is used in its treatment room and dental clinic.

In the store there are three emergency wards comprising six beds. Also a first aid room, waiting room, dental clinic and chiropodist.

The mail order hospital has five beds, a first aid or treatment room, and a waiting room.

Primarily, of course, our hospitals were established for the benefit of Eaton employees. That is, to help those requiring first aid treatment or consultation in cases of accident or illness.

Also as first aid to customers meeting with minor accidents on the store premises.

### Will You Please "Follow Through"?

Sometime you may find it necessary to assist a customer who has met with an accident or been taken ill in the store. As a matter of courtesy and kindness, will you please follow the incident through by accompanying the injured person to the store hospital? If you can't go yourself, you will naturally want to be sure that this is done promptly and carefully by some other competent person.

**In the case of an employee: no matter how slight the injury you may sustain—please go to the hospital at once. "An ounce of prevention is worth a pound of cure!"**

Our store hospital is under the direction of Nurse Nellie Anderson assisted by Nurse Margaret Lawrence. The mail order hospital is in charge of Nurse Louise Drover. These two busy centres minister to over 2,000 Eatonians monthly.

The dental clinic and x-ray, in charge of Dr. W. MacKenzie, cares for another 200; while each month Mrs. Mary Roveda, chiropodist, treats the foot troubles of some 200 employees.

\* \* \*

However, Eatonians as a whole are safety conscious—and our safety committee is ever vigilant. This is borne out by the fact that of those 2,000 cases monthly only 7.5 are accidents, and those are minor ones!





## Looks Like I'd Better Plant a Garden!

During the war victory gardens made a magnificent contribution to the food production which was an important factor in winning the war.

**Food is still one of the most vital weapons in SECURING the peace.** Farmers and victory gardeners must make every effort to help provide the additional food that is so sorely needed to relieve the critical starvation conditions abroad. The food produced in our home gardens will add greatly to our total food supply.

In addition to the contribution gardens make to better nutrition, their value in providing outdoor physical exercise, recreation and relaxation, from the strain of modern life is widely recognized.



### Plan to Sow at the Proper Time

The best gardens are usually those which have been prepared early and planted at the right time.

Most seeds should be sown as soon as soil and climatic conditions are suitable in early spring. Varieties such as broad beans, onions, parsley, parsnip, peas and spinach, also sweet peas should be sown as early as possible for best results.

Bush and pole beans, sweet corn, citron, cucumber, muskmelon, watermelon, pumpkin squash and vegetable marrow should not be sown until the soil is good and warm. Chinese cabbage and swede turnips are best when sown about June 15th to July 1st. Successional sowings may be made of radish, lettuce, peas, spinach and some other crops.

### Here's a New One!

## Seed-less-Set—Hormone Magic for Tomatoes!

Tomato growing today is undergoing a quiet revolution which is every bit as amazing as other phenomenal advances in the science of agriculture. The simple process of spraying the flower clusters of the tomato plant with a chemical solution, is yielding results which are nothing short of magical.

It is well known that the first cluster of tomato blossoms which appear, usually fall off due to inclement weather in the early growing season. The hormone strengthens the attachment of the flower to the stem, thus the flowers remain on the plant and develop into tomatoes which normally would not be obtained.

### Yours for Earlier Tomatoes

These first tomatoes will therefore develop and ripen a week or ten days before fruits from the second cluster of blossoms. The earliness of these tomatoes is also due to the more rapid growth of treated plants as well as to the fact that the first flowers were prevented from falling.

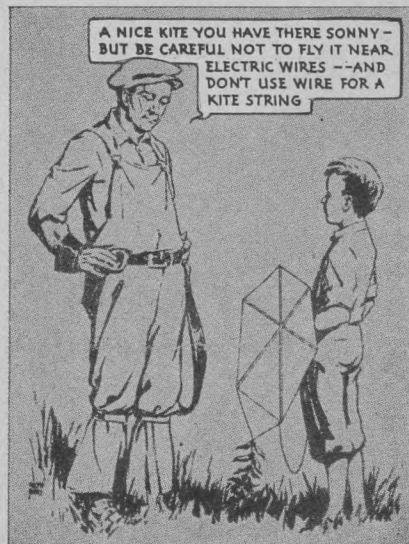
### More Meat! Better Flavour! Almost Seedless!

The tomatoes produced from hormone treated flowers are said to be well filled, contain more meat, and have an exceptionally delicious flavour and sweeter taste, but the most unusual of all these phenomena is the fact that properly sprayed flowers produce tomatoes which are seedless or nearly so. This fact should have a great attraction, especially to the home gardener who delights in having something new and unusual.

In spraying the flowers, it is necessary to spray them before natural pollination takes

place in order to obtain seedless fruits, although spraying soon after pollination has occurred will give all the other advantages of this process. The increased fruit-set, the earlier maturity and the heavier yield of tomatoes should be of interest to all home gardeners. —P. Ross.

### Be Careful, Son!



NATIONAL SAFETY COUNCIL

## "BACK TO SCHOOL"

### Eaton Ex-Service Men Get Refresher Course in Theory of Watchmaking

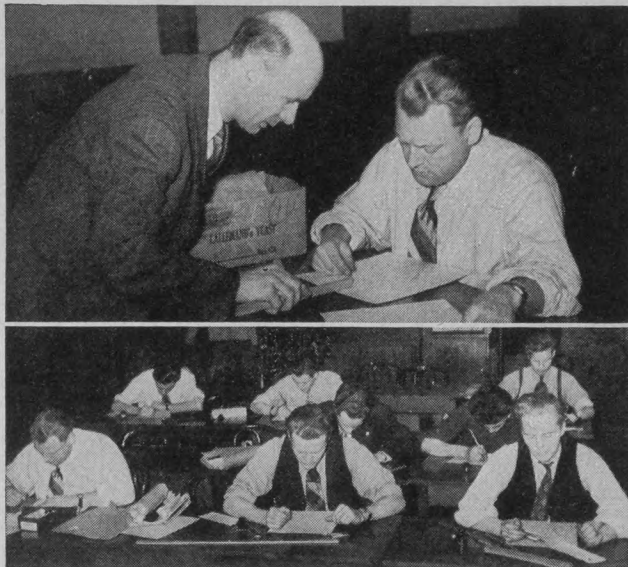
A great many wars have been fought and forgotten since the first watch was made back in the 15th century. And when war again broke out on September 3, 1939, like elsewhere, it interrupted the training of young watchmakers-to-be at Eaton's. Like other red-blooded Canadians, too, they dropped the tools of a highly scientific trade and marked time in a gun turret or kept watch on the deck of a battleship or wherever they could do the most good.

Now, back on the job, these boys are naturally eager to make up for lost time. The Company, being equally eager to help these apprentices, started a school just after last stocktaking, where the students could study the theory of watchmaking under a skilled and experienced tutor.

The group meets for an hour each day in the lecture room of the Educational department where lectures are given by Mr. Alfred Harvey. All practical work is done at the bench during the rest of the day.

Their teacher, Mr. Harvey, has been 21 years with the Eaton jewellery work room. He learned the watchmaking trade in Aberdeen, Scotland, and is highly regarded by the men for his patience and thoroughness.

Thus these most deserving young men earn while they learn. More power to their lessons!



**Class In Session**

Top picture—Jack Pinniger (formerly an artillery sergeant) in a huddle with teacher, Mr. Alf Harvey (left).

Lower picture—Back row, left to right: Jim Thomson (formerly dental corps), Bill Murray (was Sgt. Bill of R.C.A.F.), Jack Graham (R.C.A.F. pipe band). Centre row: Stephan Johnson (former corporal in R.C.A.F.), Ron Collins. Front row: Jack Pinniger again; Stan Olson (a former R.C.A.F. corporal), Humphrey Hogg (R.C.N.). Missing from picture: Jack Shields (R.C.N.).

### LET'S HAVE A PICNIC!



There's nothing to equal a picnic for helping us to know one another as we really are. Records of the Company tell about many a grand picnic outing for the whole shebang, back in those distant days when Winnipeg staff could be numbered in the hundreds!

Today we're too big an army to go en masse—but what about a picnic by floors or groups of departments? Think how the children would enjoy it! Come on, Eatonians, let's plan a picnic!



### Fortieth Anniversary Greetings

#### MISS ANNE PRETTE

##### Mail Order Cashiers

Wednesday, April 24th ushered in Miss Anne Prette's 40th year with the Company—a remarkable record indeed! Miss Prette, in charge of the counting room, mail order cashiers, is at present convalescing in the country.

However, plans are under way to fittingly celebrate her anniversary when she returns. Meanwhile, here's hoping she is enjoying the warm sunshine of Manitoba's matchless spring!

### SUNDAY, MAY 12th, IS MOTHERS' DAY

"Over my heart in the days that have flown, no love like mother-love has ever shone;  
No other worship abides and endures, faithful, unselfish and patient, like yours."



# ALL ABOARD!

One of the most popular Eaton attractions for the enjoyment of the little folk came to a close on Saturday, April 27th. Of course this could be no other than the streamlined model train which made numerous trips to the "Coast" and back again in the make-believe land of the Eaton annex.

The true-to-life locomotive is three feet high and electricity gives it the power to smoothly pull four cars carrying twenty-four children. With the exception of the train bodies, the train is made of jacket steel. The engine is provided with all signalling devices of the real thing—including its whistle.

## Over 60,000 Children Ride—That's a Lot of Tripping To Vancouver

At store-closing on Saturday, April 27th, some 62,092 children had passed through the little gate to embark on a thrilling adventure, at the end of which, each child became the proud owner of a prize!

The talented Eaton men who created and built such realism in constructing the small scale landscape and architecture are seen in the picture below.

The painters, under the direction of Mr. Jack Morrison, did a marvelous job on the backdrops; even the tiniest detail on the little clapboard houses were brush-perfect!

Under the guidance of Messrs. S. Blenkhorn and Charlie Fernstrom, the carpenters also made their contribution. Their job was to build the parcel office and platform over which was to pass such a multitude of excited children.

The electricians, under John Verhoef, added their contribution to the project in the form of additional lighting.

The realistic signal arm was erected by the C.N.R. with the assistance of our own engineers.

Now a very special mention goes to **Mr. Don Howard** (painters) for his genius and creative ability in the designing and layout of the whole set. It was, indeed, a wonderful idea, and it was carried out with skill and beauty! Also assisting in the supervision of this project was Mr. Dan McGuines, construction office.

Nice work, gentlemen, all!

\* \* \*

### A Little Fan Writes:

Dear Sirs:

I thought I would like to tell you what a lovely ride my little sister and I had on the train at your store on Saturday. We enjoyed it very much. We would like to thank you for the lovely gifts we received.

Yours sincerely,

Charmian Briggs.

(A Good Deed Club member.)

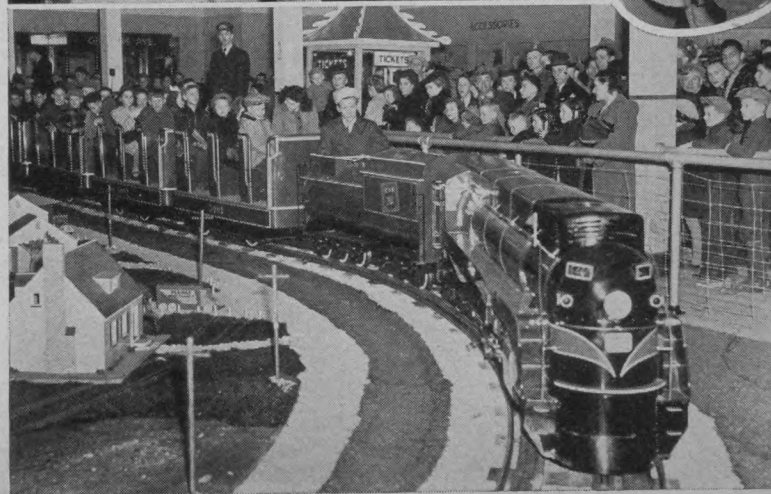
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### About the Pictures

Top—Crouching like giants in Lilliput-land are some of the Eaton craftsmen who built the scenic and mechanical effects. Don Howard at lower right.

Inset—Prizes for all crowned the end of each ride.

Lower—All aboard! Vancouver or "bust."





### **A Happy Thirty-Fifth!**

## **Miss Irene Martin Gets a Grand Salute!**

One of the best known and admired gals in the mail order (and that's taking in a lot of territory and a lot of lovely femininity!) Irene Martin, 118 department, was kept busy all day long on April 3rd acknowledging gifts and congratulations showered upon her by associates and friends. It was Miss Martin's 35th anniversary with the Company. Gifts included a lovely handbag and makeup set from the department. To top off her Big day a dinner and presentation was also held in Miss Martin's honour at the Antique Tea Rooms.

Winnipeg born, Miss Martin took her first and only position with Eaton's in the mail order complaints. Today she is in charge of writes and statements. Well liked by all and a valuable asset to her department.

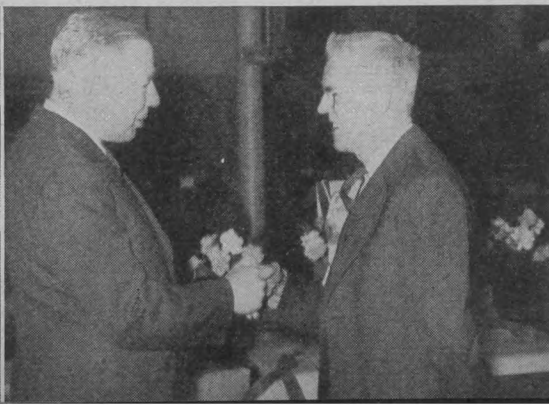
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## **Presentation to Mr. Percy Goatcher**

On the bright spring morning of April 3rd, the budget plan and contract offices' staff gathered to honour Percy Goatcher upon the occasion of his 35th anniversary with Eaton's. Percy's desk was so gaily decked with flowers and streamers there was no room for his papers. Indeed, but for the big "35th Anniversary" lettered on a card of congratulations, it might have seemed like still another bridal send-off among the budgeteers.

On behalf of the staff Mr. Frank Sales, head of department, presented Percy with one of the most handsome coffee tables this scribe has yet seen. All day Mr. Goatcher was also kept busy acknowledging the congratulations of his many friends throughout the store.

A Londoner born, Percy George Goatcher came to Canada in 1910 and after a year with Banfield's Limited, joined the Eaton ranks. Practically all of his service has been with the contract office. Possessed of a fine voice, Mr. Goatcher has been active in choral work for many years as a member of St. Alban's Anglican church. He is a familiar figure each Christmas at the King Edward hospital. Here, garbed in their white surplices, the St. Alban's choir proceeds through the wards singing the age-old carols to the delight of the sick and bedridden. Congratulations, old timer!





## Stock Audit Staff Pay Early Morning Tribute To Miss Ivy Morris

To hop out of bed an hour earlier these fresh spring mornings is no doubt, an exhilarating experience once you're up, but the hopping takes courage. Indeed for the true test of friendship we give you the 8 o'clock breakfast party! And that's what the stock auditors gave Miss Ivy Morris on the occasion of her 35th anniversary on April 8th. A breakfast party in the grill room and a lovely rawhide travelling bag as a token of remembrance.

Mr. Jack MacKenzie was chairman and the presentation was made by Mr. Lorne St. John, head of department. Mr. St. John had a lot of nice things to say about Ivy, with whom he has been associated for many years. Meanwhile back in the stock audit a surprise awaited Miss Morris. Returning to the office she found her desk decked with daffodils and individual gifts. There was even a package addressed to "Sandy and Pat" Ivy's adoring pooches.

**Congratulatory Messages**—Among letters of congratulations was one from the president, Mr. J. D. Eaton. Also messages addressed to "Our Ivy" from Earl Livingstone and Ted Chalmers in Port Arthur.

In 1911 Ivy Ada Dee Morris came to Canada from England with her widowed mother and two sisters. The latter are also well-known Eatonians today. Starting with Eaton's as a mere slip of a girl, Ivy's first job was with 118 department.

In succeeding years she went to the mail order audit and finally to the stock audit. Here her knowledge and experience are greatly valued by the department.

A staunch friend and a loyal Eatonian, Ivy is a gal of quiet, refined tastes. Possessed of a keen style sense, when not driving her car, she loves to do a spot of dressmaking.

Congratulations from all of us, Ivy! (And don't be cross with the editor—even if you did tell us to "make it short.")

\* \* \* \*

## Seventy Years With Eaton's!

**Henry Moran and Arthur Farrier (122 Department) Reach Thirty-Fifth Milestone.**

Last month two members of the mail order packing department, Henry Moran and Arthur Farrier, completed thirty-five years with the Company within five days of each other. Henry's anniversary was on April 3rd and Arthur's on April 8th. Congratulations!

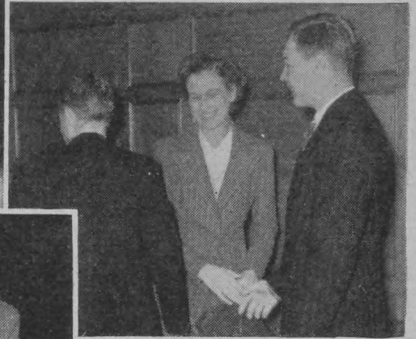
**Henry Moran** hails from St. Helen's, Lancs. He served overseas with the First Brigade ammunition column in World War I. Except for eighteen months spent in the despatch with Mr. W. Poole, his entire service has been with 122. Henry is a skilled and careful packer. Many a new employee is coached by him in the rudiments of Eaton packing.

A keen gardener, Henry is an ardent lover of flowers—and what more delightful hobby!

**Arthur Farrier.** Born in London, England, Mr. Farrier came to Canada in 1904. He, also, served overseas in World War I, his unit being the 15th Battalion Field Artillery.



Left, top—Mr. Lorne St. John has some nice things to say about Ivy. Right, top—"Congratulations and many happy returns!"



Lower left—Ivy opens her gift as Jack MacKenzie looks on.  
Lower right—the gal herself.



At left—Henry Moran.  
At right—Arthur Farrier.

Arthur has spent his entire service with 122 department. A highly capable packer, he is assigned to "specials" and rush orders.

Also a garden lover and a keen sportsman. In his early days he was quite a footballer.

Good health and good luck, old timers!

## Edmonton Eatonians Pay Tribute to Mr. James G. Patterson

On Thursday, March 28th, Mr. James G. Patterson, manager of the furniture department in the Edmonton store, celebrated his 35th anniversary with the Company. During the day he was the recipient of many congratulations, both from co-workers in the store and from outside points. Members of his staff presented him with a Parker "51" pen and pencil set—Mr. Jack Pierce, assistant, made the presentation.

On Wednesday, April 3rd, Mr. Patterson was honoured at a dinner party in the Jasper Room of the MacDonald Hotel. Twenty-three heads of departments were present.

After dinner, Mr. J. H. Wildman, manager of the Edmonton store, made a congratulatory speech and presented Mr. Patterson with a mantel radio for his new rumpus room. Since our hero is a Scotsman by birth it was quite appropriate that the gift should be wrapped in tartan and "garnished" with a sprig of heather.

A scroll, picturing Mr. Patterson in full Scottish regalia and autographed by all those present, accompanied the radio.

A second congratulatory message was delivered by Mr. D. Hobson, superintendent, and another gift was presented to the guest of honour. Beautifully wrapped, the surprise package held a plaid hat—the type so much in vogue at the moment with the "bobby sox brigade."

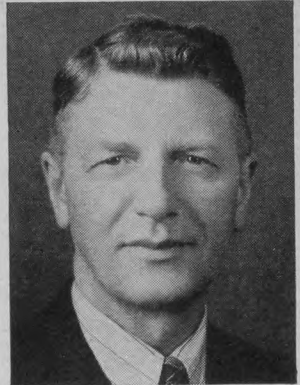
In accepting the congratulations and gifts, Mr. Patterson spoke warmly of his associations with the Company during the past thirty-five years.

His career as an Eatonian began on March 28th, 1911, when he joined the staff of the Winnipeg store, with the house furnishings department. In 1928 he was appointed head of the furniture and hardware departments of the Moose Jaw store and later went to Saskatoon in a similar capacity.

He was appointed head of the Edmonton furniture department in 1938.

Born in Carideness, Linlithgowshire, Scotland, Mr. Patterson came to Canada in 1910.

He is married and has two young daughters.



\* \* \* \*

## JIM McLURE'S BIG CATCH!

### Thirty-Fifth Anniversary Brings Unexpected Prize

This is not a fish story. It's the tale of a fish that was caught by Mr. Jim McLure, despatch department deputy on the morning of April 25th—his thirty-fifth anniversary with the Company. In the picture below Jimmy is holding up his fish by the tail to prove it. Standing beneath a flower-decked bower, Mr. McLure received the tribute of his associates.

Mr. Sam Young, head of department, called on Mr. Scrivener who presented Jim with two long parcels. On tearing off the festive wrapping of the first "gift," our hero discovered an ancient bamboo fish pole from which was dangling a lonely smelt. However, the second gift proved to be a slick steel-jointed pole and a business-like reel—the answer to an angler's prayer, nowadays!

Mr. Scrivener imparted a few words of wisdom to the members, when, on declaring that a man had to have what it takes to stay the course for thirty-five years, he urged them to study Mr. McLure and his record and profit thereby.

Responding, Mr. McLure said that on the whole it had been a very happy thirty-five years. The greatest factor in making it so was his happy home life and his devoted wife. He urged all his younger associates who might be planning marriage to make their home life happy—this was the secret of a successful life.

Twelve



## New York Office Honours Mr. George E. Hodes

### Tendered Complimentary Dinner on Joining Eaton Quarter-Century Club— Visiting Buyers Attend

The first twenty-five years may be the hardest but no one would have believed it at the gala dinner party the New York Office gave in honour of George E. Hodes, on March 25th, as he became an honoured member of the Quarter-Century Club. The entire office staff joined a group of distinguished guests down from Canada especially for the event. A private dining room in the Parkside Hotel held a long, U-shaped table gaily decorated with spring flowers and ferns. One end of the room became a dance floor which saw very neat rug cutting by the jitterbug crowd in the office . . . a little hard on the ribs and ankles of the more sedate twirlers who had a slightly quieter way of stepping out.

After a good dinner, it was declared that speeches were to be dispensed with—so any number of delightful ones were made! Mr. Bores presented a handsome pocket watch for Mr. Hodes' Quarter-Century Club membership. This, with a certificate of membership and a letter from Mr. John David Eaton, were the highlights of a beautiful gesture by Eaton's to George Hodes for his faithful work for the Company.

The staff of the New York Office presented Mr. Hodes with a camera—when merchandise is available!!! It will certainly arrive in time to be enjoyed when Mr. Hodes takes his well-earned extra vacation. It was accompanied by an amusing sketch of Mr. Hodes, with signatures of the staff.

Beautiful and exciting gifts were presented to Mr. Hodes from many of his friends throughout the Company and from groups of departments he represents. They expressed most charmingly the great esteem in which he is held, and the warmth of affection his departments have for him. Speeches of presentation were made by Mr. C. Pickett of Hamilton; Mr. J. Mateer of Toronto factory; Mr. L. Smithers of Montreal; Mr. Liddell of Montreal; and Mr. Pineau of Montreal. Mr. Hodes' acceptance of the shower of gifts and gay eulogies was made in a gracious and touching manner.

In addition to the guests above, the following were present: Mrs. Hodes; Miss Claire Hodes; Mr. H. Nixon of Toronto; Mr. R. J. Mawhinney of Toronto; Mr. Matheson of Toronto; Mr. Park of College Street, Toronto.

\* \* \* \*

Winnipeg, gateway of the west, salutes you, Mr. Hodes! Your many admiring friends here are sorry they could not have been present to extend their warmest congratulations.



Mr. George E. Hodes

## Thirty - Fifth Anniversary Greetings to Mr. Jack Syme

As we go to press a party is being planned in honour of Mr. J. F. Syme, jewellery, who celebrated his 35th year with the Company on April 20th.

John Fraser Syme joined Eaton's as a small boy with 147 department. In 1914, when the first great war broke out, he enlisted with the 4th Field Ambulance and served in France. During world war II, like many other "old sweats," Jack did his bit on the home front with that crack regiment of staunch-hearted vets—the Veterans Guard (Reserve).

Mrs. Syme, too, is an Eatonian—the former Miss Josephine Higgins, of the mail order cashiers staff.

A host of friends extend hearty congratulations to this young "old timer."



### THE POLICE TRAFFIC SAFETY CHECK STARTS MAY 15th

**Check Your Driving! Check Your Car! Check Accidents! Cultivate Defensive Driving—**which is: "the ability of a driver to recognize the ingredients of an accident in the making and to build up a defence against it so that it just **does not happen!**"



## A Quarter-Century for Mr. Sidney Lamprell

A very cosmopolitan gentleman indeed is Mr. Sidney Lamprell of the drapery workroom, who celebrated his quarter-century on April 19th. No stranger is he to the hedgerows of England nor the mystic splendour of India. Also a veteran of World War I, he covered considerable territory with the British forces.

Perhaps the beautiful gardens in England, his birthplace, imbedded in Mr. Lamprell a deep love for the earth. Now most of his spare time is devoted to his hobby, gardening.

Happily married, with two children (one of whom served overseas with the R.C.A.F.), Mr. Lamprell is considered a very likeable and obliging chap by all who know him.

The presentation of a pipe, pouch and tobacco by the department was made to Mr. Lamprell on "his" day, also a bouquet of flowers was sent to his wife.



Mr. Lamprell (right) receives the congratulations of his chief, Mr. L. Blundell

### And a Stag For Sidney

A surprise visit, strictly stag, was paid on Mr. Lamprell by his associates from the department along with a few other friends, on April 23rd. They literally caught him with his shirt sleeves up and his shoes off! The gift of a smoking stand was made to the man of the hour by Mr. Frank Carpenter (group supervisor, draperies), and a telegram of congratulations from Mr. Jimmy Clarke, now Regina, was read.

Always willing to help anyone out of a "spot," Mr. Lamprell is beloved by co-workers and customers alike—so here's to a jolly good fellow, may his days be merry and long!

### Quarter-Century Greetings To Corporal Margaret Gallaher, C.W.A.C.

Since Margaret is still overseas, her associates in the meat department office are unable to plan any "shindig" in honour of her quarter-century on April 15th, until her return. Meanwhile Maggie went to the Repat depot on April 22nd and hopes to sail for Canada on May 3rd. Smooth sailing home, Maggie!

### A Big Day For Bessie!

## Miss Elizabeth Wilson Joins Quarter-Century Club



"Bessie" Wilson, as she is popularly known to her many friends, was born in Britain's great manufacturing city of Manchester. Came to Canada in June, 1920, direct to Winnipeg, and entered Company's employ April 22nd, 1921. Miss Wilson has been in charge of handling mail order exchanges for city departments for many years, and is very well known to City merchandise staff. Pursues the even tenor of her way without any particular hobbies other than the English inherent attraction to the races. Comes by this vice(?) honestly as Bessie's mother, who lives in Toronto, has been an ardent follower of the turf since her youth.

Plans to spend quarter-century holiday in Toronto and New York.

Bessie's department management has always found her disposition, dependability and work most satisfactory.

Such all-round tribute—direct from the boss—is music to the ears after twenty-five years in the service. Congratulations, Miss Wilson!

## Thirty-Year Salute for Miss Mary Johnston

On the morning of April 3rd a happy surprise greeted Miss Mary (alias Mamie, alias Johnny) Johnston, women's coats and suits, when associates of this very popular Eatonian decorated a desk in honour of her 30th anniversary. Here, nestling among the floral tributes, were messages of congratulations from many former associates now with western stores of the Company.

A letter from the president, Mr. J. D. Eaton, and another from Mr. B. C. Scrivener, superintendent, added an official and pleasurable note. There were also thoughtful little gifts from friends, even a pair of coveted nylons!

To mark the occasion, Miss Johnston was presented with a sterling silver locket and a dress "glamour" pin from her co-workers. Mr. E. H. Lee, supervisor, did the honours.

Miss Johnston, who is the department's shopper, has a fine record of service. Over the years many letters have been received from out-of-town customers sounding her praises in the matter of selection and the all-round satisfaction they have received at her hands. Nice going, "Johnny!"



Miss Johnston is congratulated by Mr. E. H. Lee



## Percy Smith Clears Twenty-Fifth Hurdle

Former 120-yard high hurdle champion for Manitoba, Percy Smith, first assistant, western buying office, cleared the 25th hurdle on February 28th and became a member of the Eaton Quarter-Century Club.

The event was celebrated with a presentation to Percy of a pen and pencil set and a gladstone travelling bag. Joining with the western buying office in presenting the gifts,

were the manufacturing head office and a group of buyers from our western stores. This was a tribute to Percy's popularity among the western men, whom he assists in contacting local markets, etc., on their Winnipeg visits.

Percy's big day was also topped off with a party held in his honour in the evening at Mr. Bob McConkey's home.

Percy Harold Smith was born at South-End-On-Sea and came to Canada when a little nipper of two years. Joined Eaton's when still in his teens. First job—tearing off catalogue return wrappers for Mr. Curry in 187. He then spent seventeen years in the women's ready-to-wear mail order and here he met his wife to-be, the former Miss Ella Johannesson. Next stop—the western buying office where he now is.

### Twice Champion

To Percy's prowess as a sprinter and hurdler a few years back, may be added the Manitoba Snow Shoe championship for the 100 and 220 yards. Today he is content to do the odd dog-trot around Gimli. Congratulations, Percy, from your host of friends, Winnipeg and west!



Top picture—Percy Smith (left) receives a pen and pencil set presented by Mr. B. C. Scrivener, in the assembly hall, on behalf of the western buying staff.

Lower picture—The staff "went to town" on Percy's desk. A flock of messages from western stores men added a crowning touch of happiness for our hero.



Top picture—Mr. A. Hammond presents Mr. C. H. Broley with a souvenir booklet which contains pictures of department managers, signatures of department personnel, photos of store interior and autographs of visitors.

Booklet was compiled and designed by the display and advertising department.



Lower picture—Mr. Gordon Dailley and guests listen with interest to Mr. C. H. Broley's reply to presentation of gifts, Winnipeg greetings and numerous telegrams.

## Moose Jaw Eatonians Say Au Revoir to Mr. C. H. Broley

### Party and Presentation Marks His Retirement as Store Manager. Several Winnipeg Eatonians Attend

A lovely appointed table, decorated with bowls of tulips and daffodils, lent a festive air to the large dining room at the Grant Hall Hotel on Friday evening, March 22nd, when the staff gathered there for a farewell party in honour of Mr. C. H. Broley, store manager, (and one time head of the sales audit, Winnipeg). Company and staff members and friends enjoyed a delicious buffet dinner, following a get-together around the punch bowl. Then Mr. W. G. B. Dailley, Winnipeg staff superintendent, gave tribute to Mr. Broley's service with the Company, and brought messages from Company heads in Winnipeg. Mr. Hammond presented Mr. Broley with a pair of auto rugs and other gifts on behalf of the Moose Jaw staff; also a smartly compiled scrapbook of the Moose Jaw department heads and their various departments. Mr. Broley replied to both in a very fitting manner stressing his long and happy association with the Moose Jaw store. Mr. Jimmy Quinn, Eaton Life Assurance representative, Winnipeg, then led the gathering in a rousing and hearty sing-song. Joining hands

for "He's a Jolly Good Fellow" and "Auld Lang Syne," the gang voiced their feelings and followed with three lusty "hip-hips" and a tiger.

Among the guests at the gathering were Mr. W. G. B. Dailley, Winnipeg staff superintendent; Mr. H. A. Steele, Winnipeg expense department head; Mr. H. Keough, manager of the Saskatoon store; Mr. H. Malby, Regina store manager; Mr. F. Moge, department manager, Regina; Mr. W. Bourne, department manager, Regina; Mr. Jimmy Quinn, Life Assurance, Winnipeg; Mr. R. A. Batting, Saskatchewan stores auditor; Mr. W. Wood, department manager, Regina; Mr. J. Harman, Regina; Mr. J. Slaight, publisher Moose Jaw Times-Herald; Mr. and Mrs. O. Loest, manager Swift Canadian Co. Ltd., Moose Jaw; Mr. Carson Buchanan, manager radio station CHAB; Mr. G. Trethewey, Mr. W. A. Snider, Moose Jaw; Mr. Syd Boyling, program manager, CHAB; Barbara Wells, Eileen Bradley and Bob Giles, all of CHAB staff; Mr. E. A. Dillon, Moose Jaw Times-Herald; Mr. Harry Dracup, Moose Jaw, and Miss M. Millard, Barbara Gould representative.

—Adapted from the Moose Jaw "Eatonian."

## Gladys McLaws Joins Vancouver Store

On April 6th, the presentation of a wrist watch was made to Miss Gladys McLaws by the staff of the electrical department. In the absence of Mr. W. Rawcliffe (group manager), Mr. E. J. Adey (first assistant) did the honours.

Gladys' smiling face and friendly personality will be greatly missed by those who know her. She is leaving for Vancouver on May 1st and will join the staff of the electrical department in the Vancouver store.

The girls of the department held a farewell party for Gladys on April 17th at the Antique Tea Rooms. A gift of china was given the guest of honour, with best wishes for a wonderful trip and all the happiness in the world. Good luck, Gladys! Don't take any wooden nickels (they split) and always remember the old gang back in Winnipeg!



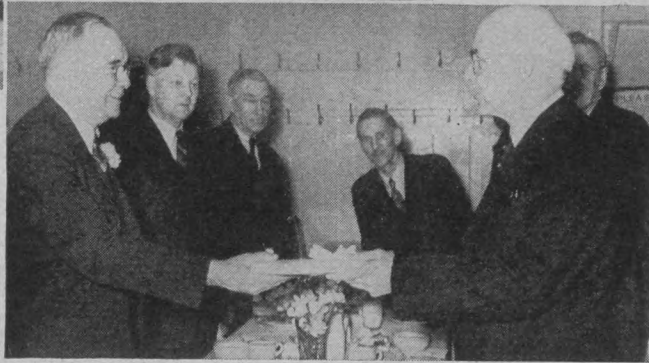




Top picture—Budget plan say au revoir to Mr. Wood (seated at left). Lower picture, left to right—Messrs. R. T. Wood, J. A. Hanson, C. Mylchreest, B. Mudge, W. Rowell (making presentation). Behind Mr. Rowell, but not seen in picture, Messrs. N. Buckbore, B. Bemister.

## The Dawn of a New Day

### Mr. R. T. Wood Bound For British Columbia



The morning of March 23rd was a milestone of great importance in the life of Mr. Ralph T. Wood, marking the beginning of sun-drenched days of leisure and happiness. Retiring after twenty years of service with the budget plan, Mr. Wood's cheery smile and friendly nature will be missed by his many friends and fellow-workers throughout the store.

To serve as a memento of the occasion, an engraved watch was presented to Mr. Wood by Mr. F. Sails, head of department, on behalf of the staff.

Mr. and Mrs. Wood plan to spend their future years among the fruit groves of Fraser Valley, B. C.

**Old Cronies Tribute**—On the day of his departure Mr. Wood was honoured with a luncheon by a group of old friends with whom he regularly dined in the employees cafeteria. A cake was specially baked for the occasion and a token of remembrance was presented to Mr. Wood by Mr. W. Rowell on behalf of the group.

\* \* \* \*

## Two Printing Old-Timers To Take Life Easy

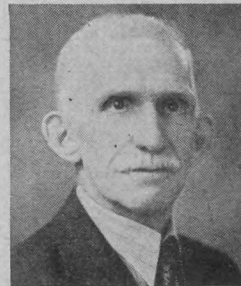
### MR. DONALD CAMPBELL

Another real old timer of 1745's has left to take things a little easier. Donald Campbell, of the foundry staff, stepped down for younger men on April 13th, 1946. Donald is a real "Scottie" from that fine city of Edinburgh and justly proud of that, too. He came to Winnipeg in 1910 and in 1916 started with the company, at first in 132 department, afterward transferring to 1745 in 1918. He liked that so much that he stayed on there for his full quarter-century with the Company. Donald, with a son, two daughters, and four grandchildren in the city, says Winnipeg is good enough for him and so will stay on here for the time being. His spare time is spent in the garden and he enjoys that to the full. The staff presented Donald with a memento wishing all the very best for the future for himself and Mrs. Campbell.

\* \* \* \*

### MR. GEORGE STAMP

Another old time employee of the printing plant has decided to call it a day. Mr. George Stamp, pressman, retired on April 13th, 1946. George was born at Gatehead-on-Tyne, County of Durham, England. Shortly after finishing his apprenticeship with the John Bell Printing in Newcastle-on-Tyne he decided to come to Canada, settling in Broadview, Sask., and later moved to Winnipeg. He joined the staff of Eaton's in 1924 and says that those 22 years have been the most pleasant of all his working years. He has one son Ron (and grandson) in Montreal, and daughter Emily at home. George has made no definite plans as yet for the future but he and Mrs. Stamp will likely spend a great part of the time at their summer camp, Grand Beach. For hobbies he has always been quite a gardener and is also interested in fretwork. We sincerely wish George and Mrs. Stamp many years of continued good health and happiness. Gifts of remembrance were presented to Mr. Stamp on behalf of the staff.





Top row, at left—Mr. Gilmer is presented with a travelling bag by Mr. Fred Wilson, on behalf of his associates. Mr. Aker looks on. At right—Vic responds.

Lower row, at left—Mrs. Gilmer (right) receives a lovely bouquet of roses, presented by Betty Humpage. At right—A charming portrait of Vic and Mrs. Vic.

## "SLAINTE," VIC!

### Mr. V. Gilmer Honoured on Retirement

The staffs of departments 22 and 24, mail order, held a dinner in the grill room on Friday, March 29th, in honour of Mr. Victor Gilmer. The lovely table setting, the colorful paper hats made by Miss Jessie Clark, and the presence of so many of our former girls was a grand sight! A lovely chicken dinner started the evening, following which Misses Tommy Saunders, Pat Knight and Mr. Hugh MacDonald rendered vocal solos and duets that would make radio listeners start sending fan mail. A sing-song was next in order ably led by Mr. Jim Budd, with Mr. Harold Price at the piano.

Mr. J. W. Aker, head of department, chairman of the evening, then expressed his gratitude to Mr. Gilmer for his years of loyal service, co-operation at all times and manner of handling those under his jurisdiction. Mr. Gilmer was then presented with a handsome travelling bag by Mr. Fred Wilson, a veteran member of the department, on their behalf.

Mr. Gilmer thanked all concerned both for the gift and also the co-operation given him during his years with the department. He then reminisced for a while on his life both before and after coming to Eaton's, and concluded by wishing his successor, Mr. Jim Budd, the best of good luck in the future.

Mrs. Gilmer was presented with a beautiful bouquet of roses by Miss Betty Humpage.

Former girls of the department then presented Mr. Gilmer with a leather fitted utility case. The presentation being made by Mrs. Carr.

Mr. S. H. Williams, supervisor, paid high tribute to Mr. Gilmer's faithfulness in the past and wished both him and Mrs. Gilmer years of health and happiness. Mr. H. N. J. Shaw, retired supervisor, also congratulated Mr. Gilmer.

The evening came to a close with Mr. Aker reading many letters and telegrams from friends and business associates, wishing both Mr. and Mrs. Gilmer the best for the future.

So we close by saying "Slainte," Vic!

—H. Price.





Top Picture—  
Some of the home  
furnishings old timers  
present.

Lower Picture—  
Mr. Clarke, at right,  
receives a brief case  
from his well wishers.  
Mr. Frank Carpenter,  
group supervisor, says  
"Good luck, Jimmy."



### Good Luck From All Of Us!

## Jimmy Clarke Goes to Regina

The draperies department staff gathered at breakfast in the grill room on Wednesday morning, April 17th, to say au revoir to Mr. Jimmy Clarke. Jimmy has taken a step up. His new duties will be first assistant with the home furnishings' staff of Regina store. As a token of remembrance from his associates, presentation of a handsome brief case was made to Jimmy by Mr. Frank

Carpenter, group supervisor.

Corporal Jimmy Clarke had six years service in World War II—he saw five years of fighting in Sicily, Italy, France, Holland and Germany. That's a mighty fine record, soldier, and we're all glad to see you step up now to wider opportunities!

## Sidney Vickery Calls It a Day



A member of the meat department for twenty-three years, Mr. Sidney Vickery retired on March 30th and plans to take things easy.

Mr. Vickery was born in Ruskden, England, and served overseas in the first great war. Married and has a son and daughter.

In his earlier years he played a keen game of cricket and was a member of the Eaton club when they won the city championship in 1923. Vic copped the high batting average in the league that season, coming second to teammate Jack Moore (122) in bowling averages. Mr. Vickery was also picked to play for Manitoba all stars in Dominion-wide competition at British Columbia but, unfortunately, couldn't go due to a poisoned foot. In 1925 he won bowling average for the city.

He also bowled for years in Eaton's five-pin league, averaging 175 to 200 consistently.

On the eve of his retirement, Vic was presented with a travelling bag with best wishes of his associates.

## Mrs. S. Smith Retires

### Her Many Friends Wish Her Renewed Health and Happiness

Over thirty years an Eatonian, Mrs. S. Smith, mail order exchange department, decided to retire on March 30th. Since Mrs. Smith has not been feeling well for some time, she plans to take it easy and build up her health.

On the occasion of her retirement, the staff sent Mrs. Smith a token of remembrance which she acknowledged with a charming letter of thanks to all her associates.

Born in the Emerald Isle, Mrs. Smith taught school before joining the Eaton staff. A most loyal and reliable Eatonian, she is also possessed of a warm, friendly personality that makes her popular with all.

Best of luck, old timer! May the years ahead bring you renewed health and happiness!

### "A Rose By Any Other Name . . ."

We have it on good authority that mail order advertising may be a particularly odoriferous spot this fall if a certain lady's gardening plans are a success. Orders for garlic (or is it really lilies?) will be filled strictly in rotation as received.





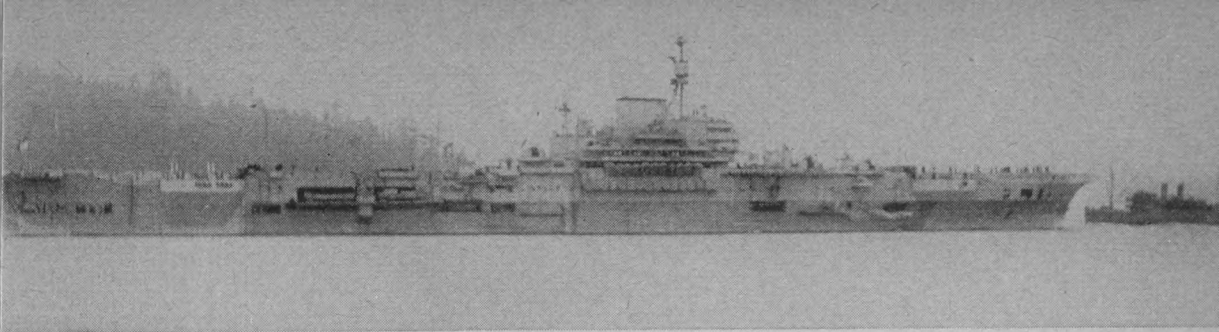


**WINNIPEG**

Lieut. Bernard Robert Moody, printing plant.  
 Sgt. James Preston Wiley (Sr.), printing plant.  
 Cpl. George John Meara, mail order exchange.  
 Wren S. A. Veronica Mary Walsh, mail order wash goods.  
 Cpl. William C. Wood Matheson, radios.  
 Cfmn. John Duncan MacKenzie, stock audit.  
 L/Bdr. James William Stock, 132 department.  
 Lieut. Cyril Scarr, mail order operating.  
 Sgt. John Edgar Wild, delivery.  
 Rfn. Alfred William Staines, mailing list.  
 L/Wren Evelyn Patterson, telephones.  
 Pte. Leonard John Pattimore, mail order packing.  
 Cpl. Stanley W. Norton, printing plant.  
 Flt/Sgt. Edward Albert Bridgen, carpets.  
 Cfmn. William G. Wiesner, mail order sporting goods.  
 Gnr. George W. F. Shakeshaft, mail order packing.  
 Pte. Florence McLellan, mail order men's shoes.  
 Lieut. Harold Bentley Catlin, budget plan.  
 Sgt. Daniel Jack Cory, mail order men's clothing.  
 Bdsmn. Helen McDennon, drugs.  
 P/Wren Wilma Y. Hutchinson, photographic.  
 Pte. Ernest Boon, basement meats.  
 Gnr. Ewen Thompson MacDonald, sales office.  
 Major A. Gerald Pryce, group supervisor, women's sportswear.  
 A/Sto. P.O. Stefan Thorstein Johnson, mail order carpets.  
 L/Ac Willett Edgar Workman, first assistant men's clothing.  
 Cpl. James Carter, men's furnishings.  
 L/Sgt. Joseph Albert Enefer, candy factory.  
 Pte. Walter John Melmoth, mail order drugs.  
 Pte. Dennis Herbert Edwards, pictures.  
 F/O Kenneth Aikman, mail order money returns.  
 Pte. Gordon Allan Graham, mail order complaints.  
 Wren Writer Doris Ellen Farrington, mail order packing.  
 WO/2 Robert Ernest McRae, boys' furnishings.  
 St/Sgt. Albert Edward Bruce, furniture.  
 L/Ac Cecil Leslie Brusegard, radios.  
 Capt. Allan L. Curtis, contracts accounts.  
 Pte. Jean McDougall, hosiery.  
 L/Cpl. Albert George Philpott, shirt factory.  
 A/b James Highlands, bake shop.  
 Pte. Frank R. Thompson, men's furnishings.

L/Wren Irene Mary Walters, stationery.  
 L/Ac Albert E. Stonehouse, stoves.  
 Sgt. Thomas James White, service bureau.  
 L/Cpl. Harry Philip Allen Dee, mail order packing.  
 L/Cpl. C. A. Spearing, shoe repair.  
 Cpl. Stanley Taylor, box factory.  
 Sgt. James Herbert Green, sporting goods.  
 Cfm. J. D. MacKenzie, stock audit.  
 C.S.M. T. D. Smith, stock audit.  
 Cpl. E. M. Westmacott, stock audit.  
 F/O Sam Agnew, staples.  
 R.Q.M.S. Tommy McFetridge, electricals.  
 Cpl. R. Oliver, dress goods.  
 L/Cpl. Albert Victor Cane, staples.  
 Pte. William Allan, candy factory.  
 Pte. Mary G. Langford, wages.  
 L/Ac Walter Clive Spearman, lingerie.  
 Sgt. James White, women's shoes.  
 Sgt. Gilbert Rosie, mail order packing.  
 L/Ac E. Greer, printing plant.  
 Gnr. J. Gall, printing plant.  
 Wren Veronica Walsh, dress goods mail order.  
 Sgt. T. E. Ewart, general audit.  
 Bdr. W. W. Holmes, junior misses' dresses.  
 Mr. Bill Hogg, mail order advertising.  
 Mr. Hugh Nicol, mail order advertising.  
 Mr. Ray Puttaert, mail order advertising.  
 Mr. John Linney, hosiery.  
 Mr. J. S. Brodie, hosiery.  
 Mr. J. McDougall, hosiery.  
 Mr. James H. Carter, men's furnishings.  
 Mr. T. B. McFetridge, 257 department.  
 Lieut. John Earl, electricals.  
 Mr. John Verhoef, electricals.  
 Mr. Art. Milton, children's shoes.  
 Mr. George Morris, children's shoes.  
 Mr. Mervin Thrush, box factory.  
 Mr. Jack Stocks, sporting goods.  
 Mr. D. La Plante, mail order packing.  
 Mr. S. J. Fernstrom, mail order money returns.  
 Lieut. Paul Maitland, basement store.  
 Sgt. L. H. Martin, basement store.  
 Mr. G. Best, candies.  
 Mr. R. Eakin, city carriers.  
 Mr. W. Patterson, city carriers.  
 Mr. A. Creek, city despatch.  
 Mr. A. Hunt, city despatch.  
 Mr. R. Johannesson, city despatch.  
 Mr. V. Swaffer, truck painting.

(Continued on Page Twenty-One)



## H.M.S. Implacable

A proud sight and a familiar one, no doubt, to many Eatonians who did their bit with the navy! In the picture, Britain's mighty "Implacable" is seen leaving Vancouver for the far east. It was a fall day in 1945—"As the ship left all was grey—sky, shore, water and ship," writes Mr. E. J. Smith (formerly general audit chief now living at the west coast) who kindly sent Contacts the picture. One can realize the "Implacable's" size by comparing her with the C.P.R.'s "Princess" coming in the port behind her. Thank you, Mr. Smith!

## WELCOME BACK!

(Continued from Page Twenty)

Miss P. Douglas, drugs.  
Miss M. Brautigan, drugs.  
Mr. Morris Menzies, carpets.  
Sgt. A. Beavis, women's sportswear.  
Mr. J. Guay, drug factory.  
Mr. Danny Livingston, mail order advertising.  
Sgt. Hester Wells, (C.W.A.C.) service groceries.  
Sgt. Ralph S. Wood, budget plan.  
Sgt. Bill Kitson, budget plan.  
Sgt. P. Di Denus, contract accounts.  
L/Ac Glen Wood, budget plan.  
Sgt. Gordon Holmes, budget plan.  
F/O Jim Black, budget plan.  
Mr. J. Goody, delivery.  
Mr. H. Chamberlain, delivery.  
Mr. G. Van Tornhout, delivery.  
Mr. G. R. Cowan, delivery.  
Mr. G. McDonald, delivery.  
Mr. Ted Black, 100 department.  
Mr. F. Douglas, delivery.  
Mr. J. Sysa, delivery.  
Mr. A. J. Pearson, delivery.  
Mr. E. Sheidow, delivery.  
Mr. C. McDougall, delivery.  
Mr. E. Shakespeare, mail order packing.  
Mr. G. Lasie, mail order packing.  
Mr. Clive Spearman, lingerie.  
Mr. Edward Barnes, receiving.  
Mr. T. Giles, receiving.  
Mr. J. Stock, doormen.  
Miss Irene Walters, stationery.  
Mr. Wm. Geddes, stationery.  
Mr. J. W. Egerton, staples.  
Mr. E. Graydon, staples.  
Mr. J. Yelland, jewellery, etc.

### REGINA

Pte. Jessie James Rittinger, electricals.

### PRINCE ALBERT

L/Ac William Gillingham, first assistant furniture, etc.  
Sgt. Norval Armstrong, engineers.  
L/Ac Robert Carson, assistant engineers.

### SASKATOON

Cook (S) William Novak, toys, etc.  
Major Bertram Webb, general office.  
Cpl. C. F. Appleby, head of department lingerie.  
A/CQMS Frank Chilton, first assistant, electricals, etc.  
Tpr. Harold Walter Coxford, receiving.  
Capt. John Frank Gerecke, advertising.

### VANCOUVER

L/Aw Carole Woronka, radios, etc.  
Writer Phillip Matty, general office.

### PORT ARTHUR

A.B. Coder Garnet Royden McKinnon, drivers.  
L/Ac Walter Crowhurst, foodateria.  
Wren Doris Jean Keehn, budget plan.



### "A Soldier Marches By . . ."

"To drum beat and heart beat  
A soldier marches by;  
There is colour in his cheek,  
There is courage in his eye!"

The tall figure of the drum major heading this regiment of soldiers as they leave for overseas away back in 1916, was the late Jack Le Montais, former elevator despatcher, who passed away March 26th.

Picture kindly loaned to Contacts by his friend, Jack Farler, 144.

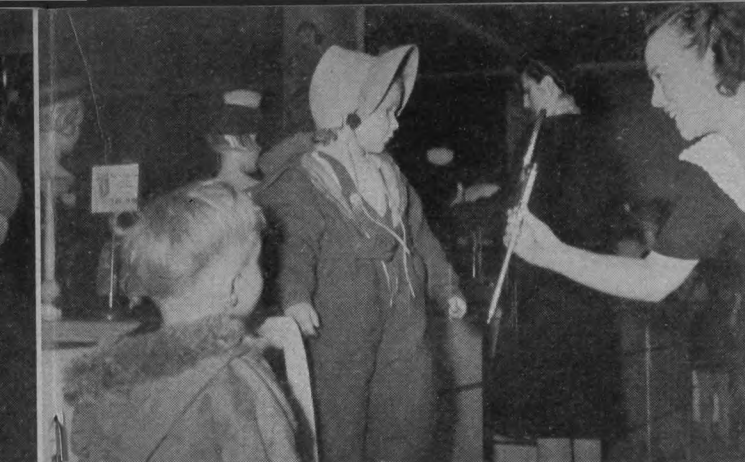


# Young Winnipeg Shops For T

*Contacts Goes Gunning With Jennie Whitehead and*







# or The Easter Parade

ad and Her Candid Camera

Eaton's has always been a children's store! The first sweet wisp of a dress a new baby wears, a little girl's first fairy frock; a wee boy's first rompers, his first hair-cut, his first school suit; even his first "longs" come from the store that devotes so much of its resources and its planning to children. Boys and girls love to go on a shopping "spree."

And mother knows that even the most venturesome little one who fares forth alone to shop will be in safe hands among Eatonians.

## About the Pictures:

Top row—Millinery moments or "which will it be?"

Centre right—It's the man's turn now—while little sister looks on admiringly.

Lower right—"I'll have to take off a few pounds."

Centre and second from lower right corner—The big moment—his first haircut!

Centre left—Waiting for mommy. Next—Curls and pigtails browse among the books.

In circle—A wee kilted lassie holds tightly to brother's hand.

Lower centre—"The latest adventure of Superman."

Lower left corner—"Not too close, barber." Those curls are her crown!

Above left corner—"The pause that refreshes."

At right of left corner—"Shoe, shoe baby . . ." That's the wrong foot, sweetheart!



# "Theatre Party, No. 23"

## Season's End Finale For Eaton Good Deed Radio Club

Recipe for early morning happiness: Take about ten colored cartoon movies featuring your favourites, like Pluto, Buggs Bunny, et al; some bang-up good songs with which you can sing your young head off, and a stage show by kids of your own age.

And such was the Good Deed Club's last theatre party of the season at the Metropolitan Theatre on Saturday morning, March 30th.

A highlight was the return to the mike of Wilf Davidson, one of CKY's star announcers just back from overseas. Various other officials of the big show took a season's-end curtain call: Mr. Herb Roberts, producer; Mr. and Mrs. J. R. Wood, who have trained the boys and girls choirs so effectively; Miss Val Kane, Good Deed Radio Club secretary; Ruth Gordon and Doris McGuigan, accompanists.

And how those young throats cheered both choirs for their fine work throughout the season!

The broadcast by youthful artists from the club membership was tops with the crowd as usual, and, on facing page a number of the performers can be seen in action.

### Good Deed Award

Guaranteed to bring a lump to your throat was the Good Deed Award of the Week. The story runs like this:

"Ginger is a small doggie who wagged his way into the heart of seven-year-old Maurice Loton. A few weeks ago Ginger was drowning

in the Red River right before young Maurice's eyes. But Maurice had been previously instructed that if ever such a happening occurred, he was not to try and save his pet but to tell some older person. So "torn between love and duty" the little chap rushed home and told his mother.

The latter happened to be looking after her 11-months-old niece, Susan, at the time and, placing Susan in Maurice's arms she told him to stay with the baby and not leave the house.

The mother then rushed to the river and managed to pull Ginger out of the icy, churning waters.

Returning with him in her arms she beheld young Maurice still holding baby Susan. But his young heart was breaking and as the tears rolled down his cheeks he prayed that his beloved Ginger would be saved.

For his obedience under great stress, young Maurice was awarded the Club's gold wrist watch—and we believe he deserved it—don't you?

### SIXTH FLOOR, MAIL ORDER

(By M. Middleton)

Department 33: No wonder that Kay Chapman is so happy and all smiles these days. We hear that "her hero" is heading for the repair depot.

Sammy McMaster is the only member of our staff still on active service in England. He must be determined to see every historic spot in the British Isles before returning home.

You will see by the ladies' curling windup pictures that Wren Veronica Walsh has returned to civvy street.

Department 1747: Happy to see Mr. H. V. Clarke, group manager, back after a recent illness.

Sorry to report that Miss Violet Salter has been on the sick list for some time. We are hoping for a quick recovery, Violet, and trust you will soon be back.

Two popular young men recently returned to our department from the armed forces are Mr. Mervin Thrush and Mr. Stanley Taylor.

### Lady in a Dilemma

(Contacts' Front Cover)

Beverly, the little lady adorning the front cover of this issue, kindly consented to pose while browsing among the Easter bonnets with her mummy, Mrs. W. G. Limerick, of Kenora, Ont. The eternal feminine, Beverly finds it difficult to make up her mind.

Twenty-Four

### Do It Now!

If you've got a job to do,  
Do it now!

If it's one you wish were through,  
Do it now!

If you're sure the job's your own  
Do not hem and haw and groan—  
Do it now!

Don't put off a bit of work,  
Do it now!

It doesn't pay to shirk,  
Do it now!

If you want to fill a place  
And be useful to the race,  
Just get up and take a brace—  
Do it now!

Do not linger by the way,  
Do it now!

You will lose if you delay,  
Do it now!

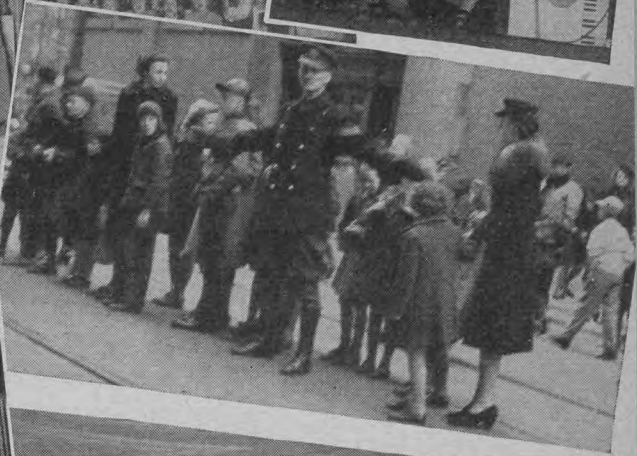
If the other fellows wait,  
Or postpone until it's late,  
You hit up a faster gait—  
Do it now!

—Unknown.

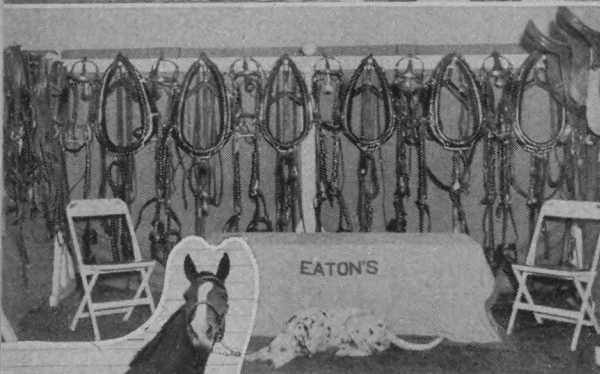
Most of the shadows of this life are caused by standing in our own sunshine.

—Ralph Waldo Emerson.









Top—Churchill and Admiral with Bob Houston driving wagon featuring a snappy new paint job—cage and all metal parts in aluminum, wheel hubs in nickel.

Centre—The “green room” scene, Brandon Fair grounds, with harness all spotless and shining.

Lower—Waac, whose sleek beauty and showmanship won many admiring glances.



## “Heigh Ho, Come to the Fair!”

### Eaton Horses Attend Winter Fairs and Winnipeg Horse Show

Right on the heels of a successful showing of horses at the Brandon Winter Fair came a request for a visit to Regina, to attend a similar three-day exhibition from April 25th to 27th. This was the first time the Company's horses have been taken to a show outside the province since our return to horse delivery in 1942; and their appearance at the Regina Winter Fair was anticipated by the people of that fair city.

#### Good Troupers All!

Every show is an education for our horses. They have become used to bands, loud speakers, photographers' flashlights, crowds of people and what have you. So much so that it doesn't bother them—indeed, they appear to revel in it! Their comparative quiet stables on Pembina Highway must be quite a momentary let-down for them as they return from their respective appointments—the strange and exciting experiences that have been a part of their daily (and nightly) lives during show time. Admiral, teaming up with proud Churchill completely belied the fact that this was his first public appearance and similarly Duchess travelled her first-time show ring with King, in a way that evoked wide-spread admiration from crowds that left no doubt as to the place the horse still holds in their hearts and lives.

The very smart appearance of the delivery wagons caused pleasurable comment, which would have been music in the ears of Jack Smith and his staff who were responsible for that particular side of the show.

#### Back to Work Again

On their return from Regina the horses will resume their daily chore of running delivery until May 22nd, when they are taking part in the Winnipeg Horse Show at the Amphitheatre. The horses expected to appear at both Regina and Winnipeg are: Churchill, Admiral, King, Duchess, Cordite, Sailor, Soong Chiang, Mayling Chiang and Waac. The appearance of the horses reflects great credit on the Company and meets with wonderful receptions at every showing. They also show the care and attention that is being given them by the stable foreman Jack Blake, the stable assistants, and drivers. We'll see you at the Winnipeg Horse Show!

## “Spring Chicks”

### Pictures on Facing Page

Top row, left to right: Jack, year-old son of Mr. Les Moran (116); Judy, 6 months, daughter of Mr. J. Quinn (life assurance); Ann, daughter of Jack Gargett (239).

Second row: Jackie, 11 months, son of Mr. Sam Fleming (15); Sharon, 2½, and Bobby, 5½, children of Paul Reimer (15); Diane, 10 months, daughter of Mr. A. McPherson (122) and granddaughter of Mrs. McPherson (300); Billy Solylo, 3 years, nephew of Miss M. Macker (1041).

Third row: Marilyn Papineau, mother was formerly Ivy Hines of 300 department; (upper circle) John David Ainge, 5 months, son of

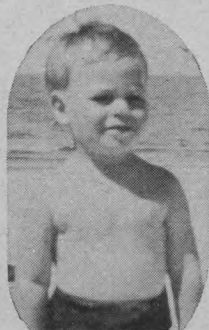
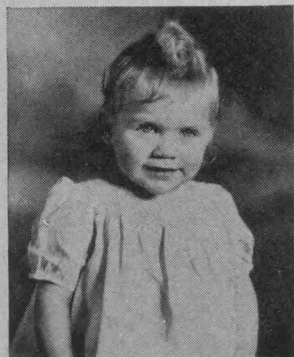
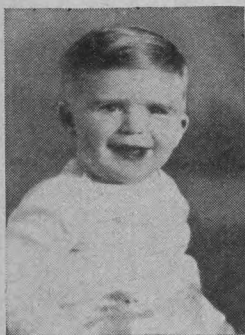
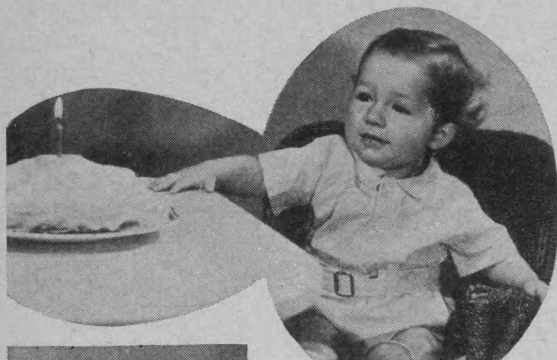
Dave Ainge (display); (lower circle) Margaret Jill Barling, 3 months, daughter of Mr. J. K. Barling (head of department, dress goods); Grant Melvyn, 5 months, son of Mrs. Audrey Jarcliff (formerly of 260); Carolyn Arnold, 15 months, daughter of Frank Arnold (173); (lower circle) Kathryn Ann Rutherford, 14 months, granddaughter of Mrs. Florence Snaith (300).

Lower row: Gloria Rae, daughter of Mr. R. Puttaert (139) and Mrs. Puttaert (formerly Kay Peatman, 122A); Hugh, 3-year son of Mrs. N. Jones (167); “three men in a tub”—Robin, Alan and John, sons of R. McCormick (53), (mother was formerly Lil McDowall, 167).



CONTACTS

# "Spring Chicks"



## Laurels to Penny-a-Week Club Secretaries

Mary Cameron, Founder, Receives Watch From Club Helpers



### Store Floor Secretaries

Left to right, back row—Miss D. Ross (sixth floor), Mrs. M. Rutherford (1745 department), Misses M. Glasgow (eighth floor), N. Allison (first floor), M. Cameron, V. Tuttle (fifth floor), M. Adams (seventh floor).

Front row—Miss A. LaFrance (third floor), Mrs. E. Anderson (second floor), Mr. J. Morgan (132 department), Misses E. Milne (basement), F. Harding (fourth floor).

Missing from picture—Mr. W. Beer (paint shop), Mr. A. Mullins (garage).



### Mail Order Floor Secretaries

Left to right, back row—Misses M. Halldorson (eighth floor), M. Houston (seventh floor), M. Cameron, Mrs. M. Stacey (sixth floor), Misses M. Carruthers (32 department), B. Simm (36 department).

Front row—Misses M. Cannon (first, second, third floors), R. Comack (first, second, third floors), M. Waring (fourth floor), E. McHugh (1767 workroom), J. Dougall (fifth floor).

Missing from picture—Miss M. Scott (9).

The official activities of the Penny-a-Week Club were brought to an end at a meeting in the grill room on March 22nd. The problem of the distribution of surplus money was discussed, with everyone in favour of a donation to a suitable charitable organization.

Mr. B. C. Scrivener, superintendent, lauded Miss Cameron and the group on their grand accomplishment. He further declared that the organization had a wide scope for their good works in peace time as well as in war years. "It would be worth while," Mr. Scrivener said, "to continue the Penny fund for some worthy cause, since it's no drain on individual finances and costs us but a little effort."

Miss Mary Cameron, mother of the organization, came in for her share of the laurels. It was her untiring labour to make a dream come true that made such an undertaking possible. It was a job very near her heart, and it brought tremendous happiness to the boys overseas. Saying a few words of special thanks on behalf of the boys, Mr. A. D. MacDonell, welfare office, added that it was the individual and personal touch of the idea that reached the hearts of lonely boys far from home.





## CONTACTS

### Eaton Women's Golf Club Executive Committee

Standing, left to right—Miss Madge Vance (228), handicaps and tournaments; Miss Catherine Dewar (10), publicity.

Seated, left to right—Miss Myra Reid (203), store, vice-president; Miss Zella Nott (executive offices), president; Miss Ellen Deason (9), mail order, vice-president.

Missing from picture—Miss Edith Bower (sales office), secretary-treasurer.

Grip and Stance—  
So Important!



## One Hundred and Sixty Gals Have Already Joined— The Eaton Women's Golf Club

(By Catherine Dewar)

Once again the season for golf has rolled around, and this year the girls have really shown their enthusiasm for this great outdoor sport, in the organizing of a new Eaton Women's Golf Club.

An executive of six; store and mail order committees of five members each, have been chosen to act for one term, and believe me, these girls are really working to make this club a great success!

A general meeting was held on March 28th, with a turn-out of approximately two hundred girls. One hundred and sixty of these have filed applications for membership.

It has been decided to have two or three field days, also a knock-out match—a season which looks extremely interesting to both the old golf hand and the new.

Speaking of field days—get your clubs polished, girls, and have them ready to swing into that big event Wednesday May 15th, at Elmhurst Golf Club, where we guarantee good clean sport and fun for all!

### Store Committee

Marg McRae (228).  
Grace Irwin, mdse. office.  
Peggy McMillan (233).  
Florence Harding (246).  
Mary McGibney, budget plan.

### Mail Order Committee

Mary Thompson (116).  
Jean Duffield (117).  
Sig. Breckman (41).  
Dorothy Hunt (116).  
Mary Moore (173).



### Charlie Reith Tells How It's Done!

Winnipeg's own Charlie Reith, player—and teacher—extraordinary, gave a series of golf lessons to both men and women members of the Eaton golf clubs.

The meetings grew in interest as they progressed and there was a specially large attendance of our golfing gals. Contacts didn't actually count those prettily powdered noses, but we estimated well over a hundred present.

While a bit shy about coming forward on invitation, the girls were all keenly interested as Mr. Reith demonstrated the grip, the stance, and the swing. Also the do's and especially the don'ts for beginners.

(Continued on Page Forty-Four)

The Swing—Watch Those Wrists!  
Keep Your Eye on the Ball!

## Such a Lovely Party!

### Our Curling Girls Are Hostesses at Wind-Up Dinner and Dance

When it comes to stacking their brooms and throwing a party—one that embodies charm, versatility and a downright good time, we doff the Homburg to our curling sisters! The "last end" of their season was played at the Marlborough hotel on Thursday evening, April 4th in the form of a delightful dinner and dance. Miss Robina Higgins did the pinchhitting for Irene English who gave up the curling presidency to become a farm wife. Robina proved herself a gracious and resourceful chairman.

Honoured guests were: Mr. and Mrs. B. C. Scrivener, Mr. and Mrs. W. G. B. Dailley, Mr. and Mrs. A. D. MacDonell and Mr. Scotty Anderson, Civic-Caledonian secretary. A charming touch was the corsage presented each of the women guests of honour.

#### Speeches Were Brief But to the Point

Highlighting these was one from Mrs. B. C. Scrivener—one of those warm, friendly little "talks with you" that has so greatly endeared Mrs. Scrivener to all Eatonians.

Community singing led by Harry Greenwood with Harold Price at the piano, filled in during the dinner hour. Then came a delightful period of laughs and thrills as each of the winning groups opened their prizes. The latter presented alternately by Mrs. Scrivener, Mrs.

Dailley and Mrs. MacDonell were of a noteworthy novel nature. A bewildering stack of parcels and boxes whose contents ran all the way from hair bows to "little Orphan Annie" books—and from tiny scraps of baby's-size lingerie to headache tablets!

Among those present were Veronica Walsh, past president just back from a long tour of service with the WRENS.

Dancing to a snappy orchestra ended this delightful evening. One that was also enjoyed to the full by a large number of invited guests from the men's curling group. That was a nice gesture, girls!

#### About the Pictures on Facing Page

Top row, clockwise—Gert Thompson, Mary Mathieson, Mr. Davidson, Esther McGowan, Mary Moore. Mrs. B. C. Scrivener, Joyce Lawton, Jean Kerr. Robina Higgins, Mr. B. C. Scrivener.

Second row—Veronica Walsh, past president, back from the Wrens, sings "Ship Ahoy!" A. Cassie, E. Lane, Sig Breckman, J. Kellas, Veronica Walsh, R. Prynn. Third row—Mr. A. D. MacDonell, Mrs. Scrivener, Robina Higgins, president; Mr. Scrivener, Mrs. W. G. B. Dailley, Mr. MacDonell, Anne Longmuir. F. Tease.

Fourth row—Norma Gorby, "Bud" Davidson, Blanche Benson, George Allan, Foster Johnson, Joyce Lawton, Earl Ramsey. Mrs. Scrivener, Mrs. Dailley.

Fifth Row—Mr. "Sandy" McMahon (Civic Caledonian), Mrs. MacDonell, Mr. Dailley, Nita Hudson, Rhoda Kirkpatrick, Jessie Sutherland, May Mackay.

### Parting Salute—Mr. Gilmer Honoured by Mail Order Men

A parting salute to Mr. Vic Gilmer, in the form of a reception, was held in the drawing room of the Fort Garry hotel after store closing on Friday evening, April 5th. On this occasion mail order heads of departments and assistants presented Mr. Gilmer with a silver cigarette case as a token of remembrance. The presentation was made by Mr. R. M. Pinfold, assistant general manager, who spoke of Vic's fine record and thanked him on behalf of the Company. Mr. Jim Johnston also added his tribute on the mail order operating's behalf.

Vic Gilmer responded with a full heart. Moreover, he spoke with that same eloquence and kindly dignity that contributed much to our victory loan send-offs when Vic was chairman. Summing up, he said that it had been a happy thirty-five years working for a great Company, and with friends he would cherish to the end. Cheerio, Vic—here's hoping you'll drop in often!

### "GET ALONG! LITTLE DOGGIES, GET ALONG!"

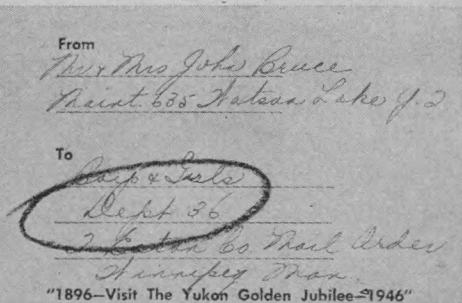
This Yukon scene (below) was printed on the envelope of a letter received by department 36 on March 29th. The senders are Mr. Jack Bruce (formerly of 132 department) and Mrs. Bruce (formerly of 36 department) who are at Watson Lake in the Yukon. The letter reads: "December 17th, 1945.

"Hello folks, they tell me this is to go all the way to Winnipeg by dog-team. By the time it arrives Christmas will be over, so I'll just wish you all the best."

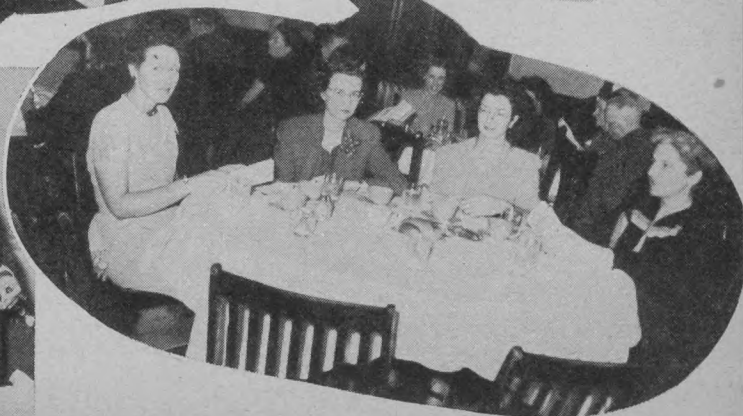
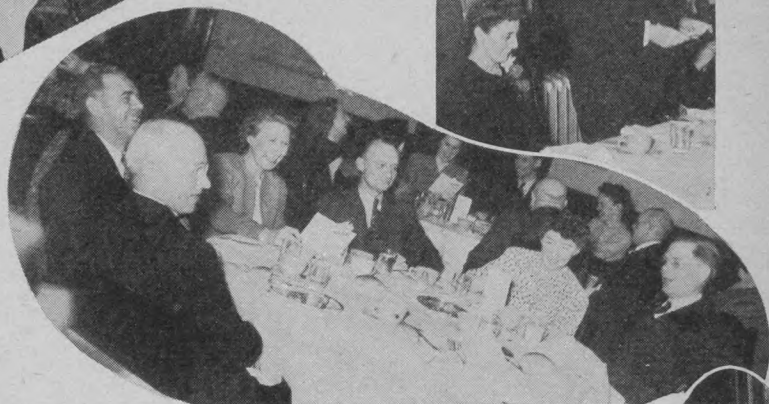


HALF WAY ACROSS CANADA BY DOG TEAM

Whitehorse, Y. T., : To Winnipeg, Man.



"1896—Visit The Yukon Golden Jubilee—1946"





## Curlers' Grand Finale

### Eaton Club Winds Up Season of Brilliant Victories— Mail Order Foursome Are Champions

The Eaton curling season of 1945-46 will go down in the club's history as one of the biggest and best from the standpoint of interest and accomplishment. The crowns and trophies won by its various members; the many good-will visits exchanged with out-of-town clubs have already been reported in Contacts.

To wind up activities in a manner befitting this great aggregation, a dinner was held at the Marlborough Hotel on Thursday evening, March 28th. Despite a bad cold, President Jack Thompson—the dapper, smiling little Scot—was never in better form as he introduced the guests of honour; outlined the season's highlights; welcomed the boys back from the services and thanked his executive for a job well done.

**"A good loser is a fine sport"** said Mr. B. C. Scrivener in declaring that he had yet to settle a dispute between Eaton sportsmen. "Play the game and play it well," urged Mr. Scrivener, "the Company is behind you . . . because a strong, healthy body makes for a strong, healthy and happy mind." The speaker also stressed the need of making friends in sport. "Friendship among our ranks is the strongest chain that binds us together—the friends we make now will last us throughout our life time."

Mr. Scrivener then presented the McGee Memorial Trophy to **Skip Jack Johnston**. Responding, Mr. Johnston warmly lauded his team-mates—all ex-service men who hadn't curled for six years. Incidentally his rink was composed wholly of mail order men. (Applause from the mail order-ites.)

#### Watch Out for the McGee

As each winning skip stepped forward to receive his rink's award, he had to respond to the cry of "speech!" Cliff Ayres, representing the drivers' group, called upon the drivers present to stand. As a surprising number of deliverymen sprung up all over the room, Cliff flung out the challenge: "Now watch out for the McGee next year!"

Other speakers were Mr. Jim Johnston, who beamed his pleasure that the McGee crossed over to the mail order; Mr. W. G. B. Dailley who called upon the curlers of 1919 to stand and ten responded. Mr. Bill Curry who thought the 1919 group might give the 1946-ers stiff competition (Bill was a 1919-er himself).

Mr. A. D. MacDonell who congratulated the curlers for keeping the club flourishing so the boys overseas would have an organized curling league to come back to. Mr. Bill Mitchell, who brought greetings from the Civic-Caledonian Club—the Eaton curlers home—and Mr. "Scotty" Anderson, the Civic's secretary, who had some nice things to say about the Eaton club's sportsmanlike attitude over the years.

Another grand evening among old friends closed with a floor show and community singing.

Thirty-Two

#### About the Pictures on Facing Page

Top row, left—**Drivers' Group Winners:** C. Manheller, H. Claney, C. Ayer. Centre—**McGee Trophy Winners and Champions:** J. Johnston (skip), J. Kellas, J. Graham, B. Hutton. Right—Mr. W. G. B. Dailley.

Second row, left—**Runners-up, McGee Trophy:** S. Florence, R. Prynn, D. Gray, E. Allen. Centre—**Receiving Room Group Winners (Printers):** G. Matthews, A. Mathieson, A. Ferguson, A. Herriot. Right—W. Mitchell, G. Anderson, representing Civic-Caledonian Club.

Third row, left—**Curlers of 1919 and Still Good!** F. Johnson, J. Smith, J. Johnston, W. Curry, E. Allen, J. Bloomer, A. Cassie, A. Mathieson, F. Cam, W. G. B. Dailley. Centre—J. Thompson (president), W. G. B. Dailley, J. Johnston. Right—**City Group Winners:** B. Kitson, I. Wood, J. Moore. Missing from picture, B. McLarty.

Fourth row, left—Messrs. W. Curry, A. MacDonell, B. C. Scrivener, J. Thompson, W. G. B. Dailley, J. Johnston, W. Mitchell, S. Florence. Right, clockwise—C. Julius, A. Duncan, R. Davis, B. Melnyck, C. Ridgedale, G. Anderson.

Fifth row, clockwise—J. McClure (2nd from left), A. Stewart, F. Johnson, G. Allan, J. McLellan, W. Scott, O. Asseltine. Right, clockwise—R. Parker, L. Woods, F. Saunders, J. Bloomer, K. Chalmers, S. Marshall, M. Moore.

Sixth row, left—J. Johnston, B. Hutton, D. Gray. Centre—F. Tinkler, M.C. Right—H. McVey, A. V. Davidson, J. Baxter, J. Morrison, B. Sorby.

#### Jack Thompson Again Heads Curlers

The Eaton Curlers Annual meeting was held at the Civic-Caledonian rink, on April 2nd with a large crowd in attendance. Mr. Claude Osborne, in his usual capable manner, acted as chairman, during election of officers, the following being elected:

President, J. Thompson; first vice-president, S. Florence; second vice-president, F. Tease; secretary, J. Johnston; treasurer, J. McLellan; McGee cup, G. Allan and W. Irwin; mail group, J. Kellar; city group, A. Stewart; receiving group, W. Scott; drivers group, J. Robinson.

#### Bill McKnight— Manitoba Curling Champ

Bill McKnight, 229 department, one of our city group skips, curled with Leo Johnson and his Manitoba championship rink. This is Bill's second try for Dominion honours, having played with Ab Gowanlock when he won the championship.

#### Nan Collyer Goes To Toronto Store

On Saturday April 20th, 1946, the staff and management of the fur department gathered after working hours to say good-bye to Mrs. Nan Collyer, who is being transferred to our Toronto fur department. Mr. George Gould made the presentation of a silver necklace and bracelet, and wished her success in her new position. And with a tear in her eye, Nan said good-bye, but we think she will be back before long.



# PLAY BALL!

## Soft Ball and Hard Ball Players to Join Forces for a Bigger and Better Season

(By D. M. Sclanders)

A general meeting of the Eaton's soft and hard ball leagues was held at the Antique Tea Rooms on Monday night, April 8th.

Mr. George Allan resigned as president. He expressed the opinion that there should be new blood put into the executive positions of the league. With that being said, he vacated the chair, and nominations were opened for new officers, with the result of the following being elected:

President, Mr. T. Scott.

Vice-president, Mr. G. Johnson.

Secretary, Miss D. Smith, mail order operating.

Chairman of publicity, Mr. D. M. Sclanders, department 267.

Chairman of equipment, Mr. J. Course, department 113.

Social committee, Misses D. Chambers, department 901; N. Price, department 237; W. Van Bentry, department 300.

Umpire-in-chief, Mr. A. Watson, department 270.

Let's get out and make Eaton's Baseball League one of the best in Winnipeg this year! We extend a special invitation to ex-service men and women to form teams and enter in the competition. Also any individuals wishing to play.

Entries are to be filed with Miss D. Smith in mail order operating. All entries must be in by May 15th. A schedule will be posted on the Notice Board in the Time Office, store and mail order. The first game will be played May 27th.

### A Special Notice Regarding Hard Ball

Before the hard ball league can operate we must have a minimum of four teams entered. Entries to be filed with Miss D. Smith, mail order operating. **Get yours in now!**

Any teams interested in practising soft ball, the Sargent Park will be available Monday, Wednesday and Friday. Teams wishing to secure equipment for practise get in touch with Mr. Jack Course, department 113.

**The first get-together in the way of social and dance will be held on May 8th at the Highwayman on Pembina highway. Buses will leave the Bus Depot 8:15, 8:30 and 8:50 p.m.**

**Tickets may be had from time offices or any of the committee. Admission, 35c.**

**Let's all get out and get better acquainted.**

P.S.—I hear of three departments entering very strong men's teams. They are the men's furnishings, furniture department and the drapery departments.

Thirty-Four



Left to right—Tommy Scott, president; Miss D. Smith, secy-treas.; Grant Johnson, vice-pres.



Left to right—D. M. Sclanders; Miss D. Chambers, J. Course.



Left to right—Miss W. Van Bentry, Ab. Watson, Miss N. Price.

### TWENTY-SIX YEARS AFTER!

Away back in 1920 a farmer from the Starbuck, Man., region dropped into Eaton's and bought three coon-skin coats, one each for his sons, who accompanied him. He also bought them otter caps and a goatskin motor rug. "I remember it well," said Mr. Tom McBryde to Contacts, "because I made the sale, and boy was I thrilled!"

The other day one of the sons looked up Mr. McBryde and said: "Remember me?" He went on to explain who he was and Mr. McBryde at once recalled the man and the sale, although it was 26 years since! The father and one of the three sons had since died, it seems, but the other two sons were still wearing their coon coats and otter caps. These, he assured Mr. McBryde, were in excellent condition. The goatskin rug, too, was in use every day.

"That, I would say, is 'money's worth'," added Mr. Thomas McBryde.

Indubitably!





### BASEMENT STORE

With a diamond here and a diamond there! Goodness, the foodateria is going all out to set a new record. (Bachelors take note!) Carol Espinosa, Nora Corbelt and Myrtle Olson are the lucky gals this month, but who knows (?) we may soon have a wedding to report!

### Trip Through Meatdom

"Pity the poor cow! She hasn't a leg to stand on when the Canada Packers are through with her," says Mr. A. Carr, first assistant foodateria.

The event of this astounding truth occurred on the trip through the Canada Packers' plant by a group of about fifteen men from the Western Stores.

As the party wound its way through the spotless surroundings, many were the exclamations as to the efficiency and sanitary methods employed. Did you know that a carload of empty tin cans can be filled with this plant's product in five minutes? It's amazing the amount of time that is saved by machinery and human ingenuity!

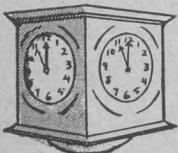
The way in which the carcasses of all cattle are inspected by animal veterinaries is also commendable.

Yes, from top to toe (or rather from hair to hoof) nothing is wasted. Even the blood of the animals is canned and shipped to UNRRA. When cooled it resembles blood sausage and is very much in demand over in the starving countries of Europe.

The informative and most interesting trip through meatdom will not soon be forgotten by those who experienced it.

\* \* \*

### MAIN FLOOR



Glad to see Miss M. Angus (toiletory section) in the old groove again after her illness.

Well, well, Eva Johnson (toiletories) had a birthday! But were's not telling how many candles were on her cake.

Irene Peterson (toiletories), whose engagement was announced in last month's Contacts, has left on vacation to visit her future parents-in-law. Have a wonderful time, Irene!

The drug department welcomed an old friend in Mr. A. Payne, who accidentally on purpose dropped in to say hello!

Another sick listee is Mr. George Boulter (drugs). Hurry and get well, George, 'cause it's wonderful out (we hope)!

It's good to see Miss Irma McColl's smiling face beaming over the top of the patent medicine counter again after her illness.

Pardon us, Jean, but we think you dropped something!

Our belated baby news blushing reports something new has been added. This little package from the stork club goes by the handle of Stephen, and is daddy (Eddie Duncan, drugs) proud!



The guys and gals of the notions department threw themselves a gala evening at Peggy's Pantry on March 26th. "Threw themselves" is right, as seldom before was such enthusiasm shown by mortal dancers! A bit of melodic song (music, that is) rose to the rafters as food, plates and even fingers disappeared. Peggy surely makes wonderful sandwiches, doesn't she, gang?

Department 222 can certainly bowl them over. So far, Marion Alexander, Hector McDermot and Jim Holiday are sitting on top. But watch out, ye victors, for "the meek (that's us on the bottom of the bowling list) shall inherit the earth," and get strikes (we hope)!

Very sorry to hear that Mrs. Alexander (notions) has been ill. Here's wishing her a speedy recovery!

A stag party was recently held by Mr. Sam Williams (group supervisor, notions) for the men in his department. We understand that several of the boys showed a marked talent at carpet bowling, and with very little practise could easily attain championship caliber. A wonderful buffet supper was served with everyone doing his bit to "clear" the table. Thanks again to host and hostess for a grand evening.

The notions department is going to miss Grace Blake. The houseware counter has lost a wonderful worker in her!

Several things of note have transpired, expired and perspired during the last month. First, Marge Watters' birthday rolled around on St. Patrick's Day, and though we had no 17-inch zippers, we did manage to get a wee pot of shamrock to say happy birthday.

A new member of the notions gang, Betty Brown, has been treading the clouds 'cause her husband will be back any day now.

Our good wishes go with Alice Martin, who recently left 222 department.

\* \* \*

### FOURTH FLOOR

**Love Triumphs!** A bride-a-month is 1041 department's motto, and this month it's Rose Cantafio's turn. Peter Sherbo is the lucky bridegroom as of May 4th. Leaving the department on April 6th, Rose was presented with a pair of bedroom lamps by Miss K. Waywood



## CONTACTS

on behalf of the girls. The newly-weds will reside in Winnipeg. Keep the home-fires burning, Rose!

Added to the women's alterations' sick list is Evelyn Stacy. Hope that you'll be "right as rain" soon, Evelyn!

### A Home of Her Own!

Ursula Galaugher (misses' dresses) left on April 13th to become the bride of Mr. Charlie Stanyer, R.C.M.P. With a "Mountie" as a husband, the department figured Ursula might have to do some travelling, so the appropriate gift of a pair of travelling cases was presented her by Mr. J. A. Ferguson (head of department).

Here's looking forward to a bright future for you and your "redcoat" husband, Ursula!

\* \* \*

### FIFTH FLOOR

Well, what do you know! There's a cupid's casualty in the children's wear. Frances Otto is reported to have said that little word and is now sporting a sparkler!

Oh, by the way, Miss N. King, who recently retired from the children's wear, is reported to be having a wonderful time at the coast.

Did the excitement of a new diamond send Fern Nesbitt (300 department) to the hospital? Anyway, she's minus her appendix.

Little Pauline Strumbicki (300 department) is back at work again moaning the loss of her appendix!

\* \* \*

### SIXTH FLOOR



General Office: Amid the hustle and bustle of our early morning scramblings, a shout arose! A diamond had made its debut and was sparkling on the finger of Nora Bennett. The triumphant suitor is Mr. G. C.

Taylor, recently returned from overseas.

**A Regina Wedding**—On Saturday, April 6th, Gladys Scott left to become the bride of Mr. Strandon, of Saskatoon. As Gladys is a native daughter of Regina, the wedding will take place in her home town. Prior to leaving, she was presented with linen and bedding, plus a multitude of best wishes.

Au revoir was said to Mrs. Sophie Mokryski and Mrs. Fran Percival, who have again started up housekeeping.

Basking in the sun in Florida and California are Mr. W. McNaught and Mr. J. Thompson, who are enjoying their quarter-century holidays.

Good-bye and lots of luck was extended to Bob Munsie, who left the general office on April 22nd to join the ranks of the Manitoba Pulp and Paper Mills at Pine Falls. Prior to his departure, the very sports-minded Bob was presented with a pair of golf clubs from the staff.

**Ruth Riddick Becomes a Mrs.**—The Homestead, on April 15th, was the scene and date of a linen and wedding shower held for Ruth Riddick by the general office girls. Little Carol McNeil did the honours and as an added attraction, Jean McGregor gave a reading. Ruth left on April 20th to become the bride of Mr. B. Perkins, of Toronto. The couple will reside in Hornpayne, Ontario.

Here's a note from Mr. Tom Pendrich who was formerly in charge of the Eaton telegraph office.

"Portobello,

"March 17th of old Ireland.

"Contacts is coming along with unfailing regularity—thanks! Mighty fine to read of how things are going on in the old stamping ground.

"After 15 months of 'digs,' we have a shack—called over here a bungalow. It's got a phone (wonder of wonders) and everything except a basement with a stove in it. These houses over here take a lot of getting used to after experiencing the comfort of a Canadian home."

\* \* \*

### SEVENTH FLOOR

Mr. Jack Mavins (277) met with a bit of "hard" luck the other day when he took a spill down a flight of stairs. So if anyone sees Jack wearing a pained expression—here's the reason why!



Mr. Sid Atcheson (electric grates) is just back from a trip to the east. He must have had a wonderful time for he's looking more chipper than ever!

The electrical staff welcomes Mr. W. Rawcliffe (group manager) back after a two-week vacation.

Very sorry to lose Helen Kurian (electricals) who left on April 17th to take up a new position with No. 2 Air Command. As a memento, the girls gave her a fountain pen at a luncheon in the Antique Tea Rooms. Good luck and every happiness, Helen!

### "He Who Laughs Last, Laughs Best!"

Or is it he who bowls last bowls best? Well, anyway, before we get too involved, here's the latest in flashes from the 277-261 departments' tournament. The electrical gang took the sporting goods to the cleaners by 2 straight wins. The ladies' high was captured by Anne Ellis and the men's high by Mr. Buckboro.

It's a boy! Born to Mrs. Jack Brockie of Edmonton, on March 18th. She was formerly Frances Lough, our visiting nurse, and is well known to many around the store. Congratulations, Frances!

### Down the Flower-Strewn Aisle!

With flowers on her desk and a sparkle in her eye, Eileen Spence, was the center of attraction in the music department on April 17th. An April bride, Eileen left on the 17th to be married the following Saturday to her sailor boy, Alan Holden.

The department presented the bride with beautiful blankets along with their warmest wishes for a long and happy life!

Even the Horses Got a Kick Out of it as—

## Department 227 Rides Again!

It was with mingled feelings that our gang from the toy department peered cautiously from beneath the covers on a recent Sunday morn at the crack of dawn—well it seemed that early anyway—to find that old man weather decided to be ornery. Ah well, who minds a mere wet drizzle anyway? So nothing loath, and showing good sporting spirit, our heroes rode the "old iron horse" to the end of the trail and then substituted for one in the flesh. Then came mixed feelings of anticipation—eager and otherwise!

There's nothing like an early morning canter to soothe the tired mind (or muscles?), so thought the group comprising of Verna Blaikie, Jean Golin, Mamie Yates, Mrs. Sally Lentle, Eleanor Davidson, Freddy Lambert and Art Wells and Mrs. Wells when they congregated at the horse barns.

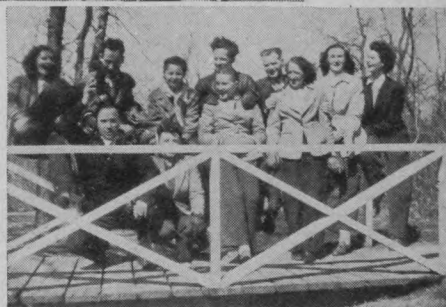
After a good many laughs and puns which would have made Bob Hope envious, we were off! Paul Revere had nothing on us, but it's doubted if much of the scenery was viewed other than what can be seen between a horses ears—and Verna, dear, the horses ears are not to be used as handle bars; no, decidedly not!

Noticing Miss Yates struggling mightily with a huge post, we asked why.

"Well, don't I need one when the horse trots," she innocently inquired.

One young lady very solemnly declared she heard one horse say to another horse "mumble, mumble, so,so!" Sally, very soft-hearted and not being in any hurry, allowed her horse to amble along munching on choice morsels of grass here and there . . . Eleanor, was it the strains of the Desert Song we heard as one of the members led you across the prairie with the aid of a huge rope? Oh, pardon me—it was the horse he was leading . . . Jean, your horse told us, in strictest confidence, to ask you to please not drag your feet as it retards progress . . . Where did you disappear to, Mr. Lambert, and would a ladder help, Mr. Wells?

All jokes aside, folks, we really enjoyed ourselves—even the horses got a kick out of it! So here's to more and longer rides, gang!



### ELEVATOR—Ups and Downs



Our sincere sympathies go to Mr. Jack Farler in the loss of his beloved mother, Mrs. John Farler, who passed away at her home in Northampton, England, at the grand old age of ninety.

\* \* \*

### A Miss Becomes Mrs.

Yum! Look what **Marge Brenagh's** Easter bunny pulled out of a hat! A home in the dreamy clime of Victoria plus the added attraction of a newly acquired husband.

Mr. D. J. Williams (who said he was as nervous as any bridegroom) presented the future Mrs. Ronnie Shaw (Scots, you know) with a table lamp from the gang of the main floor service bureau. The wedding took place at First Presbyterian Church on April 17th, with the couple leaving for the coast the following day.

### EIGHTH FLOOR

The display department proudly announces a unique record—three new little bundles of happiness from the "stork club" in six months! The proud daddies are David Ainge, Jack Caine and Harry Feir.



### A Wedding Belle for Leona

The All Saints chapel was the scene of an informal wedding on April 5th. Leona Franklin (toy department) was the radiant bride and Leslie Smith the groom.

Prior to the ceremony the staff presented Leona with a beautiful rug and iron, with Mr. J. McGee doing the honours. A pile of snowy linens from the girls also topped her growing pile of farewell gifts.

We'll miss you, Leona—happy honeymoon!



## JOAN READS AND PROFITS!



## PRINTING PLANT PATTER

(By Miss M. Hoffman)



J. Preston Wiley, Sr. (time office) returned to the fold on March 25th. Keep in there punching, Mr. Wiley, 'cause it's wonderful having you back!

Bernie Moody has returned to work after six years in the services. Bernie was one of that gallant Company of Canadians who were wounded at Dieppe. A very hearty welcome home, Bernie!

Mr. Harry Sanderson and Joe Koper paid us a visit recently. They're both looking "fit as a fiddle!"

"You are going on a long, long trip," quotes Contacts soothsayer, "and will 'veesit manyee' large cities!" So, to Eva Dubois, who has left on her long holidays, happy travelling, and may you return with a heartfelt of wonderful memories!

Margaret Bowyer left for a two-weeks' vacation at the coast.

Phyllis Longmuir is on a leave of absence owing to the illness of her mother.



Sorry to hear that Tommy Jones is in the Deer Lodge hospital. Hope that he will soon be on the "royal road to recovery!"

The very pretty wedding of Phyllis Edwards (bindery) and James Fellowes (press room) (both from the printing plant) took place at St. Saviour's Church on April 6th. It was quite an occasion, too, for the printing plant workers, judging from the large gathering of the bride and groom's co-workers at the church. After the ceremony, a reception was held at the Home-stead with the newly-weds later leaving for Port Arthur.

A shower was held for Phyllis prior to her marriage, by the girls of 1745. She received a table lamp and cook book (favourite recipes compiled by the girls). Also at a luncheon, an impromptu gadget shower was held. From the department, the couple was presented with a tri-light lamp.

## Ralph Wicklund Takes a Wife

Wedding bells rang on April 20th for Miss Emily Margaret Beckel and Ralph Wicklund

(bindery). The proud department presented Ralph with a lovely tri-light lamp, to brighten the darker corners of the newly-wed's home! Congratulations and best wishes are in order!

Thanks From the Printing Plant  
Penny-a-Week Club

Just a note from the printing department thanking all those who so generously contributed to the success of the Penny-a-Week Club in sending cigarettes and parcels to our boys. We have collected \$790.00 from which sum donations were made of \$15.00 to the Canadian Legion and \$20.85—spent on Christmas cheer for the boys in King Edward Hospital. The rest of the money was used for our own boys, who numbered one hundred and twenty-seven.

We have received many letters of appreciation from the boys thanking us for the kindness and thoughtfulness in sending cigarettes and gifts to them. The following are a few:

From the Ukrainian Canadian Servicemen's Association;

"I have the pleasure in advising you that we have received 300 cigarettes which you so kindly sent C/O F/L Panchuk for the Ukrainian Canadian Servicemen's Association. On behalf of all the members we wish to thank you most sincerely.

"P. Prysiazniuk, Executive."

"Dear Mrs. Rutherford:

"This is to thank the Penny-a-Week Club, through you, for the cigarettes I received so regularly while I was overseas.

"I am very happy that you can strike my name from your mailing list now.

"All the best to you and the members of the Club in the coming years.

"Sincerely, Jas. Mathieson."

"Dear Friends:

"For some time since arriving home from overseas, I have been wanting to drop you a line to express my thanks for the many kindnesses you extended to me while I was away. On many occasions did I receive packages of cigarettes from your Club, and I am indeed grateful for your thoughtfulness.

"Thank you again for your many kindnesses.

"Yours sincerely, Archie Hardie."

I would like to take this opportunity of thanking the members of 1745 department who so kindly donated to this worthy cause.

—Mary Rutherford, Secretary.



# Seen and heard in the MAIL ORDER



(By R. Einarson and W. Simpson)



Department 122 and 113: We wish to welcome back to our department the following: L. La Plante, K. Aitkman, E. Shakespeare, R. Gilbert, R. Pattemore, S. Fernstron and last but not least our Harry Dee from the shipping floor.

Amongst us again is Mr. H. Moran who has been off sick for the past two months. Glad to see you back Harry, looking better than ever. We're especially glad that you were able to return in time to celebrate your 35th year with 122 department on April 3rd. Our heartiest congratulations!

Congratulations also to Mr. A. Farrier who celebrated his 35th anniversary with 122 department on April 8th. Art, it's told that you are the youngest man in our department to celebrate 35 years' service, and judging by your extremely healthy appearance, we believe you're good for another 35 years. Sincere congratulations to both of you!

Glad to welcome Mr. Joseph Mobberly (better known as Joe) back to work again after a two weeks' illness.

Eva Shewchuk, 122 department, left on March 30th to wed S/Sgt. Harry Greenwood. A very dewy-eyed Eva was presented with a gift of flatware from the department in addition to a pile of snowy linens from the girls. The couple will reside at Kamloops, B. C.

## We're in the Groove!

On April 13th (O, unhappy day) under the sponsorship of Mr. Foster Johnson, department 113 invaded Gibson's Recreation Alleys to prove that there was really nothing to this game of Five Pins.

Several players expressing this opinion were quite correct, they got nothing!

The packed rink of E. Green, who was ably supported by Misses Surman, McIroy, Brady and Mr. Kubka, proved to be the strongest and finished well ahead.

Our sympathy with the losers, but better luck next time. As usual at any of 113 department's outings, everyone had a wonderful time.

\* \* \*



(By Pat Buckley, E. Holmes and E. McHugh)

Department 1024: Mrs. Sophia Lutyk left department 1024 to take up housekeeping. Her husband recently returned after service in Polish-British navy.

Minnie Miller at the present time is enjoying a vacation at the west coast. We miss you Minnie, so hurry back to us soon!

Department 1751 extends deepest sympathy to Mrs. J. Geromey, whose father passed away on April 7th, at Dauphin.

Department 1767: Surprise! surprise! Doris Izon is wearing a beautiful diamond on that certain finger. When's the big day Doris?

Elsie Peterson (formerly of the Wrens) dropped in to visit us the other day. She's just returned from overseas where she was on tour with the Navy Show. It's good to see you back, Elsie!

We're hoping to see Miss Ruth Snarr back soon. Ruth is recuperating from an appendix operation. We also hope to see Dan Ritchie back to work soon and trust that his recent illness is not serious.

'Tis heard that Charles Murray, of the upholstery section, was passing out cigars lately when he was presented with a baby boy. Congratulations, Charlie!

\* \* \*

(By Teenie Lewis)

Department 53: The Greater Winnipeg Kennel Club is sponsoring a dog show in aid of the Children's Hospital. The show will take place at the Amphitheatre Rink on June 7th and 8th, the judges being Edwin L. Pickhardt of Hopkins, Minnesota, and W. D. (Bill) Nixon of Winnipeg, 53 department.



Bill certainly gets around, for he has judged in Toronto, Calgary and Winnipeg. He breeds cocker spaniels and german shepherds and has a number of fine dogs in his kennels at 174 Woodbridge Rd. We hope to see many Eatonians out to see a good show for a wonderful cause.

\* \* \*

(By Mr. Hoover)

Department 1766: It is with deep regret that we record the sudden passing of one of our associates, George R. Scott. Mr. Scott died on March 28th after a brief illness. A member of our staff for over 25 years, "Geordie" as he was known to most of us, is being mourned by all of his friends in the department. Our heart-felt sympathy goes out to Mrs. Scott and daughter Marguerite in their loss.



## CONTACTS

Earl Merrifield is back with us after over a three-year period in the services. It's good to see you again, Earl!

A wee stranger arrived on March 15th to gladden the household of Mr. Jack Pinniger. Congratulations are also extended to Mr. Dunc Martin who became the proud grand parent of a nine-pound baby boy on April 12th.



\* \* \*

(By M. Fraser, P. Thompson, S. Beale, J. Greenwood and B. Chatfield)



Departments 3 and 4: Glad to report that Miss Muriel Fraser is progressing favourably after her recent operation, but at the same time we're sorry to report the illness of Mrs. Lily Johnson. Here's hoping they will both be back with us very soon.

Congratulations to Misses Joyce Link and Terry Fontaine. Both have been chosen as brides-to-be in the near future and are flashing beautiful diamonds!



Department 41: The staff of our department turned out in full strength on April 15th to show the world in general that all good bowlers are not born—they just happen!

This outstanding event took place in Gibson Recreation Alleys and the results brought to light some outstanding stars, who, it is whispered, have already been made very tempting offers by other teams in the mail order.

There was a "big laugh" when a certain person forgot to let go of the ball and wound up among the pins and the pin boy's legs. Another member became so desperate in the last game that he bowled three strikes in a row and as a result went home in a very dazed condition.

The two top scores were chalked up by Rose Johnson and Sig. Breckman. Prizes for hidden scores were presented by J. Greenwood (in his usual inimitable style) to J. Black, S. Beale, A. Boss, M. Carstens and L. Stevenson.

Department 9: Glad to see Joe McRae looking so well after his operation. Here's wishing you a speedy recovery, Joel!

\* \* \*

(By J. Duffield, M. Thompson, E. McDougall, M. Smith, M. Ewing and D. Slack)



118 department: April 3rd was a big big day for Miss Irene Martin who celebrated her thirty-five years with the Company. A supper was held in Miss Martin's honour at the Antique Tea Rooms. Miss Marion Hewitt, 188 department, rendered two musical selections, and the presentation of a house-coat was made to the guest of honour.

March 25th completed thirty years service for Mr. J. Merrett, head of 118 department. Mr. Merrett was presented with a gladstone bag and golf jacket. May he have many more years of service!

Bowling Note—April 13th, the final fling of 118 department, brought to light (five strikes in a row) Bill Adams.

The top teams: 1st, Aces, Syd Gerrard, captain; 2nd, Characters, Mr. Merrett, captain.

A lot of fun was had by all. Hope to see the star bowlers of our department again in the fall.

Department 116: Spring flowers are not the only attraction in this department. Encircling Gladys Olson's finger is a very, very special ring! Who's the "wonder-man" Gladys?

Minneapolis on April 11th was the scene and date of Kay Daggett's wedding to Wayne Bergen. On leaving the department, Kay was presented with a travelling bag. Good luck, to you both.

Solange Lancelin celebrated her thirty-year anniversary on April 11th. To greet her as soon as she arrived in the morning was a beautifully decorated desk, numerous gifts and countless good-wishes from her friends!

Glad to report that Mr. McNeil is off the sick list, and is with us again!

Department 116: Well! well! look who's here. It's Midge Sheresby back after a month on the sick list.



That's a diamond you see sparkling on Mai McDonald's finger. "Oh, what a beautiful morning!"

A gift of table linen and silex was presented to Jessie Kasken on her departure which took place on March 30th. Good luck and happiness, Jessie!

Department 119: On Saturday, April 13th, Vicky Collpitts left the department to become the bride of Arthur Budd. Her gift from the department was a streamlined electric iron plus numerous other gifts from her many friends. Good luck Vicky and Arthur!

We hear that Mr. Bill Milne's health is showing improvement. We will be happy to see him back with us again.

We welcome back John Meara, who has returned to 119 after service overseas.

Department 139: Glad to report that Dent Casson is progressing favourably after her recent operation. Hope to see you back soon, Dent!

'Tis rumoured Dave Mackie is on his way home.

Department 161: Glad to see Mary Jenkins back at work after a prolonged holiday.

A new diamond has made its appearance in 161. Nel Skakum is now wearing Peter Benton's ring so we wish them both every happiness!





# Is your slip showing?

Not that frothy confection of femininity peeping below a dress, but a handy slip of paper on which to jot down any little happenings in your department. This applies to you of the mail order staff especially, as the slips should be handed on to your contactors, who then can incorporate the items into one summary. Sent on to us, the write-up should bear (and this is important) the department number, floor, and the contactor's name.

Come on, folks, shower us with slips. Remember, this is **your** magazine and the more little items submitted by you, the more sparkling and personal your publication becomes.

Here's where we stop—now **you** take over!



Two of our former cash cage girls have become the proud mammas of bouncing baby boys: Eileen (Cameron) Chobin has a darling new addition called Cameron Garry Chobin and Jean

Wenzel has a cute type called Kenneth Wilfred Wenzel.

Eleanor North bade us "adieu" when she left to take another position. Good luck, Eleanor!

Our sympathy is extended to Chris Wicklund in the loss of her grandmother.

On April 24th, Miss Anne Prette celebrated her fortieth year with the Company, so congratulations from your co-workers!

Congratulations also to the "Jeeps," winners of the third series.

(By Misses D. Balsdon and R. Soutter)

Department 167, 173, 159: On Saturday, April 13th, we bade "adieu" to Misses Elsie Janman and Olive Giles, who both were married on April 20th. Elsie took as her husband Mr. Ross Guniler in St. Mark's Anglican Church and Olive was married to Mr. Edmund McGlenan in Holy Trinity Church and will reside in Nanaimo, B. C. The girls both received beautiful blankets from the department and many more numerous gifts.

Our best wishes go with them as they start their domestic life!

Another member of our department who received a lovely diamond was Miss Teenie Feduik. Congratulations, Teenie!

Sorry to report that Joe Sigurdson is ill. Hope that it won't be long before you will be back, Joe.

(By M. Scott and L. Montgomery)

Department 1: April 12th was a "high" spot for Miss Mary Wylie, for it was her thirtieth anniversary with the Company. To help celebrate the occasion, the department presented her with a lovely black leather purse and other personal gifts.

Congratulations on your achievement, Mary!

Ainslie Johnson's back with us again after being laid up with a broken wrist.

Ruth Zickerman is coming along nicely and is expected back soon.

Department 1762: A shower was held at the home of Mrs. Jean Coppack in honour of Olga Dehod, a former member of our department. A lovely tea set and lace banquet cloth were presented to the guest of honour.

Welcome to Olga Stevenson, just returned to work after a lengthy illness.

Miss Olga Pahl really had our eyes popping when she flashed a beautiful sparkler. The lucky man is Nick Thachuk of the Royal Canadian Engineers.

A hearty welcome to Bill Allan, Paul Krawchuk and Art Bennett who are all back to work after being in the services. Art was a prisoner of war in Hong Kong.



## THE LADY KNOWN AS FLU

A bunch of germs were hitting it up  
In a bronchial saloon;  
Two bugs on the edge of the larynx  
Were jazzing a ragtime tune,  
While back of the teeth, in a solo game,  
Sat Dangerous Dan Kerchoo,  
And watching his pulse was his light of love,  
The lady that's known as Flu,



Top row, at left—Betty Smallwood. At right—Joy Magnusson.  
Second row, left—Mr. and Mrs. Churcher. At right, in centre of picture—Willis Dalglish.  
Lower—Minnie Black.

### GOOD LUCK, BETTE!

The smiling voice of **Bette Smallwood** (telephone order board) repeated those two words "I do" on April 13th, and by so doing, became Mrs. Gordon Barton.

For added sparkle in the newly-wed's kitchen, a shower of kitchen utensils was held by the girls at the Homestead. Also guests of the occasion were Bette's mother and three sisters. Mr. W. J. Boorman made the presentation of a number of suitable gifts and remarked very fittingly on the ability Bette had shown in her work and wished her all happiness for future years!

\* \* \*

### SPRING BRINGS ROMANCE

To marry or not to marry! That is the question—but one that was easily solved for Isobel Gray (Mr. Salton's office) and Allen Churcher (radio department). By the blissful expression both are wearing, it's plain to see that it was no problem at all. After a long spell overseas, Mr. Churcher returned home, cupid triumphed; they were married at St. Matthew's Church on March 20th, with Don Smith (city merchandise office) as best man. A torchiere lamp was presented to the couple with the radio department's blessing and both desks bore the traditional festive decorations. Every happiness to these popular young Eatonians, Mr. and Mrs. Churcher.

\* \* \*

### OH, HAPPY DAY!

Wedding bells rang for Willis Dalglish on April 13th, when she became the bride of Mr. Thomas McGrath (recently discharged from the Engineer Corps of the army.)

The presentation of a coffee table was made by Mr. L. Shaw (in charge of 1024) to Willis on behalf of the department. Best of wishes for a life of happiness, Willis!

Forty-Two

### Department 33:

On Easter Monday, April 22nd, Beatrice Hardcastle became the bride of Harold Healey, recently returned after four years overseas' service. On leaving, "Bea" was presented with a set of "Pompadour" dinnerware by Mr. P. H. Longstaffe on behalf of the staff. The happy couple are making their home at Sudbury, Ontario.



The girls entertained at a kitchen shower in Bea's honour at the home of Miss May Bending, Cobourg Avenue. Assistant hostesses were Miss Jennie Wilson and Kathleen Chapman, and guests numbered thirty-five. Best of luck!

\* \* \*

### WITH STREAMERS AND WEDDING BELLS

A pretty wedding was held in the First Lutheran Church manse on April 6th—the bride and heroine of the occasion being Joy Magnusson of 1748 department. Before Joy's departure, the department gals "chipped in," the result being a pile of snowy linens for the bride.

\* \* \*

### MINNIE BLACK JOINS MARRIED RANKS!

Minnie Black, 3 department, became the "better half" of Ian MacKenzie on Friday, April 26th. As a token of their affection, the department showered her with aluminum kitchenware, Mr. Lyle Christie doing the honours. All happiness, Minnie!

## In Memoriam

### Colourful Career Ends— MR. NORMAN HALL PASSES

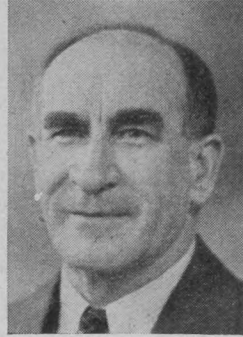
#### A Tribute From His Friend and Former Manager, Mr. W. Gould

Thursday, April 4th, marked the passing of an old Eatonian and one who for many years had played an interesting part in the life of the community. Norman L. Hall (formerly of photo workroom) was born in Dublin 67 years ago, and as a child was taken by his parents to New Zealand and later to Australia. At the age of 15 he sailed before the mast on a whaling ship, and for nearly five years pursued the calling of a sailor on various old-time sailing ships. Lived in London for a year and then emigrated to Canada where, after a year or two on ranches and farms in the west, he worked for the C.P.R. shops, operating the large travelling cranes.

**Spliced Cables For First Eaton Elevators.** When Eaton's was being built, Norman was lent to the engineers to splice cables for the elevators, an art he had learned at sea, and later when the Eaton flag poles needed painting, because of his fearlessness developed on the swaying masts at sea, he gave the flag poles their spring garb.

**Photographer—Marksman.** Always an amateur photographer, he joined the then young photographic department in May, 1914, and in October of that year he enlisted with the 27th Battalion and served overseas for four and a half years. Norman was a crack shot, having been a sergeant in the 90th Regiment, "Little Black Devils." At one time on the St. Charles Ranges he won the John Eaton Medal for rapid fire. Returning after a thrilling experience overseas, where he was in turn sniper and musketry instructor, he rejoined the photographic department in 1919 and there remained until failing health in 1940 necessitated his retirement.

**Fine Amateur Actor.** Norman was an actor and played in many amateur productions and also with the Dickens Players but was best known for his presentations of the works of Henry Drummond. His stories, gathered from his experiences in the four corners of the world, were most interesting, and due to his marvellous memory he was a veritable encyclopedia of geography and history. He was also chantyman for the "Cutty Sark" Club of old salts. A loyal friend, he was also a great booster for the Company where he spent so many years. Life has been brightened for many of us because of our acquaintance with shipmate Norman Hall.



#### MR. GEORGE SCOTT



A member of our watch repair staff for twenty-seven years, Mr. George Scott died on March 28th. He was 64.

Born in Huntley, Scotland, George served overseas with the Cameron Highlanders in the first Great War. On return he joined the Royal Winnipeg Rifles—

reserve—of which he was a member for twenty years. He was also a fine marksman and several times a member of the Manitoba Rifle team at the Dominion matches at Ottawa. Mr. Scott is survived by his wife and one daughter to whom is extended our deepest sympathy.

#### MRS. MINNIE SUSKY

We deeply regret to report the death of Mrs. Minnie Susky of the photographic workroom staff who passed away on March 28th.

Mrs. Susky was a widow and had been with the department for three years. She was a skilled photographic printer and well liked by all her associates. She is survived by two sons eight and ten years of age.

#### MR. SAMUEL SMITH

A former member of the printing plant, Mr. Samuel Smith, passed away on Sunday, April 21st. He was 76.

Sam, as he was generally known to his many friends, retired in 1942 after over twenty years with the printing plant.

A bachelor, and possessed of radiant health, Sam always kept on the "sunny side" of life. He was born in Armagh, Ireland and never tired of telling about the time he was fireman on the "Flying Scotsman," Britain's famous train. He had no immediate relatives here, but a host of friends will miss him.



# CONTACTS



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Forty-Four

## Eaton Women's Golf Club

(Continued from Page Twenty-Nine)

Mr. Reith was introduced to the meeting by Miss Zella Nott, president.

On conclusion of the demonstration by this skilled exponent of golf technique, there remained no question that even the veriest beginner had benefitted.

Thank you, Charlie!



Do You Believe . . .

*Take it or Leave it*

1. Beautiful people are inclined to be dumb?
2. Men are brainier than women?
3. Blondes are more fickle than brunettes?
4. Red-haired people have the worst tempers?
5. People with receding chins have weak wills?
6. A mustache strengthens the eyes?
7. Plump people have good dispositions?
8. Lightning never strikes twice in the same place?
9. Darwin claimed that men descended from monkeys?
10. Too much bathing weakens a person's body?
11. An artistic disposition is shown by long, slender hands?
12. Brainy people are likely to have weak bodies?
13. People cannot look you in the eye when lying?
14. People with good brains have high foreheads?
15. By staring at someone's back you can make him turn around?
16. Eating fish makes brains work better?
17. People with large ears are generous?
18. The stars under which a person was born determine his future?
19. Insanity is caused by over-study?
20. Hairy people have strong muscles?

NOTE—Each item is false!

—(Clipped.)

## Pearls of Wisdom

Six greatest words on earth:

Know thyself—Socrates  
Control thyself—Cicero  
Give thyself—Christ

\* \* \*

In quietness and in confidence shall be your strength.

Isaiah 30:15

\* \* \*

The light of friendship is like the light of phosphorous, seen when all around is dark.

—Crowell.

## In Memoriam

"All goes onward and outward, nothing collapses, and to die  
Is different from what anyone supposed, and luckier." —Walt Whitman.

### Mr. LeRoy Kitchen

It was with deepest sorrow, and to many of us, a sense of personal loss, that we learned that our old friend and comrade-in-arms, LeRoy Kitchen had passed away early Saturday morning, April 20th. LeRoy was 55 and had been with the Company since August, 1919. Ontario born, he joined Eaton's Winnipeg in the dress goods department on his return from overseas, where he served with the Lord Strathcona Horse, R.C. In 1929 LeRoy joined the men's furnishings department. Here his knowledge of fabrics and pleasing personality were helpful assets. As section head of the sweaters, he built up a large clientele who sought out the quiet-spoken, friendly mannered Mr. Kitchen.

During the war he was a member of the Veteran's Guard (Reserve) now disbanded. His former comrades, with whom he was most popular, were deeply grieved to learn of his passing.

Surviving are Mrs. Kitchen, herself a former member of the dress goods, and a teen-age daughter. To them is extended our heartfelt sympathy.



### Mr. W. Fowlie

A member of our caretaking department since 1928, Mr. W. Fowlie passed away on March 21st. He was a veteran of the First Great War, having served with the 7th H.L.I. for four years and an additional term of three years in peace time. During the Second Great War Mr. Fowlie spent nine months at Vancouver painting ships.

He was a steady, conscientious worker and well liked by all of his associates. To Mrs. Fowlie and her son who survive, we extend our deepest sympathy.

Our very sincere sympathy to **Mr. R. E. Stewart** (group supervisor, toy department) on the death of his beloved wife **Elizabeth**.

Mrs. Stewart passed away March 29th at her late residence, 57 Waterloo St., after a lingering illness. She was laid to rest in St. John's cemetery.

Our deepest sympathy goes out to **Bruce McLarty** (assistant, stoves) in the death of his sister, **Mrs. W. D. M. Stewart**, who passed away on April 14th at her home at 301 Waterloo St. Mrs. Stewart, formerly Laura McLarty of the stock audit, is survived by her husband and three young children—two sons and one daughter.

### We extend deepest sympathy to the following Eatonians who have recently lost someone dear to them:

#### In the Loss of a Father

MISS M. KILCUP, 119  
MR. G. McMULLEN, 272WR  
MISS E. McMULLEN, 147  
MRS. L. EASTWOOD, 480A  
MR. H. GOODRIDGE, 128  
MRS. I. McEWAN, 105  
MISS J. CARSTENS, 928  
MISS H. McLAUGHLIN, 28

#### In the Loss of a Mother

MR. T. M. ELLIOT, 172  
MISS V. KRITZER, 252  
MISS W. MAXWELL, 102  
MR. W. GORDON, 122A  
MR. G. ROSS, 151  
MR. H. COOPER, 270SR  
MR. R. COOPER, 146  
MISS T. RAICHE, 122D  
MISS R. LUDWIG, 379

#### In the Loss of a Brother

MRS. C. HAGEL, 116  
MR. D. McINNES, 100  
MISS E. CAMPBELL, 53  
MISS M. HOWATT, 116

#### In the Loss of a Sister

MR. W. COBBE, 133  
MR. B. McLARTY, 256

#### In the Loss of His Baby Daughter

MR. F. NUNAS, PNC 237, Prince Albert, Sask.





## American Visitors Will Soon Be With Us Again!

The first after-the-war, free-from-restrictions tourist season is upon us . . . and that's a mighty pleasant thought. For these good neighbours from the South will bring, together with their solid friendship, a breezy informality that is a tonic to mind and heart.

It's a pleasure to meet, greet and welcome them to each and every part of this big, friendly store.

Famed throughout the United States for our values, service and courtesy under all conditions, we naturally look to 1946 as the year in which the united efforts of all of us will set a new high in their esteem of us and our appreciation of them.